

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 7, 1982

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.8	24,290
2	DALLAS	28.5	23,230
3	TOO CLOSE FOR COMFORT#	25.2	20,540
4	ABC SUNDAY NIGHT MOVIE	24.8	20,210
5	THREE'S COMPANY	24.3	19,800
6	DUKES OF HAZZARD	23.6	19,230
6	MAGNUM, P.I.	23.6	19,230
6	TRAPPER JOHN, M.D.	23.6	19,230
9	M*A*S*H	23.4	19,070
10	HART TO HART#	23.1	18,830
11	ALICE	22.4	18,260
11	JEFFERSONS	22.4	18,260
13	ARCHIE BUNKER'S PLACE	22.0	17,930
14	AMERICAN MUSIC AWARDS(S)	21.5	17,520
14	REAL PEOPLE	21.5	17,520
16	ONE DAY AT A TIME	21.4	17,440

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	21.2	45,700
2	DUKES OF HAZZARD	19.5	42,150
3	DALLAS	19.2	41,400
4	60 MINUTES	18.4	39,620
5	CHIPS#	17.7	38,070
6	TOO CLOSE FOR COMFORT#	17.6	37,940
7	MAGNUM, P.I.	16.7	36,090
8	THREE'S COMPANY	16.6	35,740
9	GREATEST AMERICAN HERO	15.8	34,050
10	HART TO HART#	15.6	33,740
11	M*A*S*H	15.6	33,730
12	REAL PEOPLE	15.5	33,460
13	AMERICAN MUSIC AWARDS(S)	15.5	33,420
14	WALT DISNEY	15.4	33,130
15	HAPPY DAYS	15.1	32,520
16	FALL GUY	15.0	32,260

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.1	21,290
2	60 MINUTES	23.2	19,670
3	TOO CLOSE FOR COMFORT#	21.3	18,030
4	TRAPPER JOHN, M.D.	20.9	17,740
5	MAGNUM, P.I.	20.2	17,120
6	THREE'S COMPANY	19.9	16,880
7	JEFFERSONS	19.5	16,510
8	HART TO HART#	19.4	16,410
9	ABC SUNDAY NIGHT MOVIE	19.0	16,110
10	AMERICAN MUSIC AWARDS(S)	18.9	15,980
11	LITTLE HOUSE-PRAIRIE	18.8	15,930
12	ALICE	18.8	15,910
13	M*A*S*H	18.7	15,880
14	FALCON CREST	18.7	15,810
15	ARCHIE BUNKER'S PLACE	17.9	15,170
16	ONE DAY AT A TIME	17.9	15,130

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	21.9	16,700
2	60 MINUTES	21.7	16,530
3	PRO BOWL FOOTBALL GAME(S)	17.4	13,270
4	CHIPS#	16.9	12,890
5	FALL GUY	16.7	12,690
6	NBC MONDAY NIGHT MOVIES	16.2	12,370
7	DALLAS	16.0	12,220
8	TODAY'S FBI	16.0	12,210
9	MAGNUM, P.I.	16.0	12,150
10	HART TO HART#	15.8	12,040
11	DUKES OF HAZZARD	15.8	12,010
12	REAL PEOPLE	15.2	11,600
13	THREE'S COMPANY	15.0	11,430
14	BRET MAVERICK#	14.6	11,140
15	CBS SAT. NIGHT MOVIE#	14.6	11,100
16	M*A*S*H	14.6	11,080

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 7, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.3	12,890
2	DALLAS	22.6	12,000
3	AMERICAN MUSIC AWARDS(S)	21.1	11,240
4	TOO CLOSE FOR COMFORT#	20.8	11,060
5	THREE'S COMPANY	20.7	11,010
6	HART TO HART#	18.0	9,590
6	TRAPPER JOHN, M.D.	18.0	9,590
8	DYNASTY	17.4	9,230
9	M*A*S*H	17.2	9,160
10	HILL STREET BLUES	16.3	8,690
11	GREATEST AMERICAN HERO	16.2	8,590
12	CBS SAT. NIGHT MOVIE#	16.0	8,530
12	LAVERNE & SHIRLEY	16.0	8,530
14	DUKES OF HAZZARD	15.8	8,420
14	HAPPY DAYS	15.8	8,420
16	FACTS OF LIFE	15.8	8,400

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	37.3	9,640
2	ALICE	32.2	8,330
3	ARCHIE BUNKER'S PLACE	32.2	8,320
4	JEFFERSONS	31.7	8,200
5	DALLAS	30.5	7,900
6	ONE DAY AT A TIME	30.2	7,800
7	MAGNUM, P.I.	28.8	7,460
8	LITTLE HOUSE-PRAIRIE	27.8	7,150
9	TRAPPER JOHN, M.D.	26.4	6,840
10	REAL PEOPLE	25.0	6,460
11	FALCON CREST	24.9	6,440
12	FATHER MURPHY	23.3	6,030
13	DUKES OF HAZZARD	22.4	5,790
14	BRET MAVERICK#	21.8	5,640
15	HART TO HART#	21.3	5,520

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	26.8	13,680
2	FALL GUY	17.9	9,130
3	CHIPS#	17.6	8,960
4	TODAY'S FBI	17.2	8,750
5	NBC MONDAY NIGHT MOVIES	16.3	8,300
6	HART TO HART#	16.2	8,250
7	60 MINUTES	15.8	8,040
8	PRO BOWL FOOTBALL GAME(S)	15.6	7,960
8	THREE'S COMPANY	15.6	7,960
10	GREATEST AMERICAN HERO	15.4	7,860
11	CBS SAT. NIGHT MOVIE#	15.3	7,780
12	HILL STREET BLUES	14.8	7,560
13	TOO CLOSE FOR COMFORT#	14.6	7,440
14	HALLMARK HALL OF FAME(S)	14.4	7,340
15	DALLAS	14.2	7,240
16	AMERICAN MUSIC AWARDS(S)	14.0	7,130
17	DUKES OF HAZZARD	13.6	6,960
18	NBC SUNDAY NIGHT MOVIE	13.6	6,930

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.0	7,140
2	ARCHIE BUNKER'S PLACE	27.6	5,480
3	ALICE	25.3	5,020
4	REAL PEOPLE	24.9	4,930
5	ONE DAY AT A TIME	24.8	4,920
6	MAGNUM, P.I.	24.5	4,860
7	BRET MAVERICK#	24.3	4,820
8	JEFFERSONS	22.6	4,470
9	DUKES OF HAZZARD	22.1	4,380
9	FATHER MURPHY	22.1	4,380
11	DALLAS	21.5	4,260
12	PRO BOWL FOOTBALL GAME(S)	20.6	4,090
13	ABC NEWS SPECIAL:FDR(S)	20.1	3,980
14	LITTLE HOUSE-PRAIRIE	19.3	3,820
15	HARPER VALLEY	18.8	3,730
16	THAT'S INCREDIBLE	18.5	3,660
17	TRAPPER JOHN, M.D.	18.3	3,620







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																			
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 0-11															
																								TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+					
EVENING CONT'D																																																			
CBS EVENING NEWS-DEAN(B)																																																			
2 SUN. 6.30P 30 CBS N 113 59 A 7.0 13 571 1471 639 182^ 639 65^ 281^ 319^ 465 306^ 618 113^ 293^ 283^ 337^ 325^ 72^ LT 142^ 104^																																																			
CBS SAT. NEWS-SCHIEFFER																																																			
SAT. 6.30P 30 CBS N 18 147 149 85 86 A 10.2 18 831 1540 680 182 753 129^ 233 243 347 470 593 137^ 242 226 285 318 67^ 19^ 127^ 66^																																																			
SAT. 6.30P 30 CBS N 85 86 B 10.6 19 864 1545 714 177 782 122 251 269 356 470 610 131 264 261 300 301 59 25 94 50																																																			
CBS SAT. NIGHT MOVIE																																																			
2 SAT. 9.00P 150 CBS FF 13 188 98 A 19.9 34 1622 1804 714 351 763 298 525 482 386 160 683 272 478 473 346 149 147 60^ 211 160																																																			
2 SAT. 9.00P 150 CBS FF 98 98 B 17.9 31 1459 1938 746 296 825 321 533 480 388 227 692 266 461 447 356 169 154 61 267 193																																																			
9.00 - 9.30 A 18.7 29 1524 1896 705 328 747 279 493 457 375 184 635 264 451 441 315 148^ 188 84^ 326 246																																																			
9.30 - 10.00 A 18.3 29 1491 1782 699 334 739 295 515 476 366 151^ 627 269 458 456 303 126^ 172 74^ 244 185																																																			
10.00 - 10.30 A 20.4 34 1663 1773 722 372 766 310 533 487 386 153 697 288 495 493 353 136^ 117^ 54^ 193 150																																																			
10.30 - 11.00 A 21.4 38 1744 1808 715 382 770 298 544 501 404 144 724 268 501 489 381 161 136 51^ 178 139																																																			
11.00 - 11.30 A 20.8 39 1695 1759 723 338 785 303 533 479 396 172 727 277 491 475 369 178 121^ 37^ 126^ 96^																																																			
CBS TUESDAY NIGHT MOVIES																																																			
2 TUE. 9.00P 120 CBS FF 9 187 97 A 12.0 19 978 1456 659 233^ 715 272 489 461 337 185^ 571 217^ 425 441 288 105^ 85^ 44^ 85^ 75^																																																			
2 TUE. 9.00P 120 CBS FF 97 97 B 15.7 25 1280 1621 699 259 793 264 452 415 376 261 623 221 371 332 308 203 107 41 98 72																																																			
9.00 - 9.30 A 12.1 18 986 1514 635 223^ 701 242 453 438 344 201^ 521 187^ 346 374 264 120^ 134^ 61^ 158^ 139^																																																			
9.30 - 10.00 A 11.2 17 913 1472 658 258^ 738 287 512 480 351 177^ 512 174^ 369 402 273 98^ 106^ 43^ 116^ 110^																																																			
10.00 - 10.30 A 12.5 20 1019 1485 697 240 750 314 531 486 326 180^ 625 261 493 502 300 98^ 66^ 38^ 44^ 32^																																																			
10.30 - 11.00 A 12.1 20 986 1354 651 210^ 679 245 463 448 327 186^ 613 241 480 483 307 103^ 34^ 34^ 28^ 23^																																																			
CBS WEDNESDAY NIGHT MOVIE																																																			
WED. 9.00P 120 CBS FF 7 188 189 98 99 A 16.5 26 1345 1581 685 219 787 205 381 386 408 332 661 191 378 373 381 220 61^ 18^ 72^ 50^																																																			
WED. 9.00P 120 CBS FF 98 99 B 16.7 26 1361 1604 701 249 809 252 438 403 406 295 589 183 342 345 329 188 112 61 94 67																																																			
9.00 - 9.30 A 15.6 23 1271 1576 684 228 795 227 376 370 389 348 627 178 332 339 351 230 63^ 23^ 91^ 50^																																																			
9.30 - 10.00 A 16.9 25 1377 1581 702 221 806 199 378 392 427 348 628 166 334 338 364 233 67^ 18^ 80^ 53^																																																			
10.00 - 10.30 A 17.1 27 1394 1579 686 218 782 199 384 387 408 327 688 205 417 406 403 206 49^ 8^ 60^ 48^																																																			
10.30 - 11.00 A 16.5 27 1345 1570 665 213 760 194 383 388 407 305 694 215 421 402 400 210 60^ 18^ 56^ 45^																																																			
CHIPS																																																			
1 SUN. 8.00P 60 NBC OP 15 212 99 A 19.6 28 1597 2384 673 246 741 303 512 479 329 169 809 320 561 529 410 191 289 115^ 545 302																																																			
1 SUN. 8.00P 60 NBC OP 99 99 B 17.2 25 1402 2192 680 279 768 296 487 401 325 237 682 272 460 406 322 173 267 101 475 309																																																			
8.00 - 8.30 A 19.2 28 1565 2385 658 254 730 301 508 470 326 167 813 336 570 534 404 183 272 110^ 570 305																																																			
8.30 - 9.00 A 20.0 28 1630 2374 689 237 752 304 517 484 330 173 800 304 551 523 413 194 300 117^ 522 299																																																			
CODE RED																																																			
1 SUN. 7.27P 33 ABC GD 12 184 192 95 98 A 12.9 20 1051 2157 664 311 761 298 528 479 379 172 662 268 419 410 319 179 264 158 470 273																																																			
2 SUN. 7.00P 60 B 12.9 19 1051 2042 723 317 816 275 514 474 400 247 651 245 424 381 337 172 210 99 365 224																																																			
7.00 - 7.30 A 11.5 18 937 2154 735 330 823 295 532 511 409 220^ 672 256 413 426 332 205^ 242^ 173^ 417 228^																																																			
7.30 - 8.00 A 13.7 20 1117 2151 634 301 736 297 525 467 368 153 652 271 420 405 312 161 271 153 492 292																																																			
DALLAS																																																			
FRI. 9.00P 60 CBS GD 9 203 202 99 99 A 28.5 45 2323 1782 843 300 918 328 517 431 404 341 525 199 312 273 236 183 111 61 228 147																																																			
FRI. 9.00P 60 CBS GD 99 99 B 29.3 46 2388 1838 849 312 934 328 517 452 411 349 564 210 333 294 255 195 127 70 213 147																																																			
9.00 - 9.30 A 28.1 44 2290 1793 845 296 920 328 520 429 405 341 523 199 306 269 233 186 110 58 240 155																																																			
9.30 - 10.00 A 28.8 45 2347 1774 842 303 916 325 515 434 408 341 530 200 319 277 240 181 112 64 216 141																																																			
DEMOCRAT. VIEW COMMENTARY(S)																																																			
1 TUE. 10.35P 7 NBC N 205 99 A 11.1 19 905 1383 645 230^ 664 108^ 234^ 264 390 362 640 79^ 300 322 438 293 24^ LT 55^ 55^																																																			
DIFF'RENT STROKES																																																			
THU. 9.00P 30 NBC CS 13 191 198 94 98 A 17.6 27 1434 2079 770 269 854 291 490 414 353 303 564 206 341 297 239 173 215 136 446 318																																																			
THU. 9.00P 30 NBC CS 94 98 B 17.1 26 1394 2013 753 277 840 266 477 415 368 312 563 185 340 314 265 179 246 107 364 261																																																			
DUKES OF HAZZARD																																																			
FRI. 8.00P 60 CBS CS 9 202 202 95 99 A 23.6 37 1923 2192 701 235 783 265 436 359 336 301 625 228 362 316 298 228 206 86 578 333																																																			
FRI. 8.00P 60 CBS CS 95 99 B 23.7 38 1932 2199 690 231 764 253 414 367 348 295 625 222 361 312 297 229 204 77 606 367																																																			
8.00 - 8.30 A 21.9 35 1785 2218 702 237 787 268 441 359 337 304 637 233 366 322 304 233 205 85 589 330																																																			
8.30 - 9.00 A 25.2 40 2054 2172 704 236 782 263 437 360 337 300 614 223 358 311 294 223 207 85 569 334																																																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN		MEN				TOTAL	18-34	WOMEN		MEN		TOTAL FEM.	TOTAL M.				
																18-49	25-54	35-64	55+			18-49	25-54	35-64	55+								
EVENING CONT'D																																	
DYNASTY																																	
WED. 10.00P 60 ABC GD 11 200 200																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
FACTS OF LIFE																																	
WED. 9.00P 30 NBC CS 14 194 200																																	
FALCON CREST																																	
FRI. 10.00P 60 CBS GD 9 201 200																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
FALL GUY																																	
WED. 9.00P 60 ABC A 13 197 202																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
FAME																																	
THU. 8.00P 60 NBC GD 5 197 203																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
FANTASY ISLAND																																	
16 196 198																																	
SAT. 10.00P 60 ABC A 99 96																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
FATHER MURPHY																																	
TUE. 8.00P 60 NBC GD 12 205 212																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
FLAMINGO ROAD																																	
2 TUE. 10.00P 60 NBC GD 10 202 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
GIMME A BREAK																																	
THU. 9.30P 30 NBC CS 13 188 198																																	
GOLDEN GLOBE AWARDS(S)																																	
1 SAT. 9.00P 136 CBS AC 190 98																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
GREATEST AMERICAN HERO																																	
WED. 8.00P 60 ABC CS 13 197 203																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
HALLMARK HALL OF FAME(S)																																	
CONT'D 197																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN												
											AVG. AUD. %	AVG. SHARE %			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																																
HALLMARK HALL OF F-CONT'D																																
2	THU.	9.00P	120	CBS	GD				99		A 20.8 31 1695	1769	761 312	828 265	469 466	430 274	648 234	407 389	347 195	161 73^	132^	90^										
		9.00 - 9.30									A 20.6 31 1679	1743	734 305	809 272	457 452	407 266	647 228	413 394	347 185	164 68^	123^	69^										
		9.30 - 10.00									A 20.5 33 1671	1769	742 285	796 280	480 477	408 230	675 267	461 433	336 168	162 71^	136^	79^										
		10.00 - 10.30									A 20.1 34 1638	1764	733 268	785 278	486 482	401 219	681 274	477 438	333 162	166 75^	132^	88^										
		10.30 - 11.00																														
HAPPY DAYS											A 20.5 31 1671	1946	646 350	718 309	502 407	327 173	503 193	362 338	257 100	255 170	470	324										
	TUE.	8.00P	30	ABC	CS		16 195 203	98	99		B 21.0 32 1712	1981	665 300	743 331	519 410	307 186	529 241	382 317	232 109	278 145	431	295										
HARPER VALLEY											A 15.1 24 1231	1948	774 296	880 237	417 392	345 395	688 174	341 327	313 304	141 67^	239	171										
	SAT.	8.30P	30	NBC	CS		3 191 195	98	97		B 16.5 26 1345	1887	781 279	874 238	415 385	385 383	683 169	320 306	329 308	112 57	218	158										
HART TO HART											A 23.1 38 1883	1792	803 345	871 276	509 482	432 292	639 274	437 372	276 172	205 106^	77^	68^										
2	TUE.	10.00P	60	ABC	PD		15 202		99		B 20.6 34 1679	1702	752 318	830 342	555 468	374 221	599 285	436 364	251 129	171 84	102	71										
		10.00 - 10.30									A 23.1 37 1883	1761	792 346	861 285	499 463	411 292	623 269	426 354	264 171	193 106^	84^	63^										
		10.30 - 11.00									A 23.2 39 1891	1809	813 343	878 266	516 496	447 295	651 276	446 389	286 172	212 105^	68^	68^										
HILL STREET BLUES											A 19.2 32 1565	1727	700 294	799 383	556 449	321 186	691 325	484 409	282 157	163 75^	74^	56^										
	THU.	10.00P	60	NBC	OP		13 215 204	99	99		B 19.3 33 1573	1793	757 321	849 370	578 488	367 212	717 318	504 459	322 157	150 61	77	57										
		10.00 - 10.30									A 19.1 31 1557	1739	703 296	796 374	546 443	323 193	684 310	475 412	290 157	173 84	86	66^										
		10.30 - 11.00									A 19.4 33 1581	1700	689 287	794 391	561 449	315 177	692 333	488 405	274 156	155 65^	59^	45^										
HOUSE CALLS											A 20.0 29 1630	1699	767 320	850 272	467 436	374 305	534 206	314 306	238 179	163 82	152	127										
MON.											B 19.8 29 1614	1714	783 328	875 319	515 449	374 287	547 213	338 316	240 171	150 72	142	102										
JEFFERSONS											A 22.4 32 1826	1738	777 277	904 240	393 349	380 449	524 169	246 233	219 245	118 72	192	147										
	SUN.	9.30P	30	CBS	CS		15 195 193	99	99		B 22.9 34 1866	1687	772 314	873 288	457 399	373 350	558 184	302 289	253 217	118 65	138	106										
KING'S CROSSING											A 11.2 18 913	1606	767 280	851 255	441 364	411 368	465 147	215 192	230 220	91^ 65^	199	134										
	SAT.	8.00P	60	ABC	GD		4 188 190	97	98		B 13.5 21 1100	1670	757 287	852 247	446 373	403 359	489 152	254 224	235 200	134 84	195	140										
		8.00 - 8.30									A 10.6 17 864	1591	771 273	855 253	449 376	419 366	461 130^	202 181	244 229	75^ 51^	200	135^										
		8.30 - 9.00									A 11.8 19 962	1609	763 286	844 255	429 351	403 368	470 161	227 200	219 214	101^ 75^	194	133										
KNOTS LANDING											A 17.5 27 1426	1581	770 293	871 281	431 358	375 378	547 193	302 303	253 196	81^ 50^	82^	47^										
1	THU.	9.00P	60	CBS	GD		10 194	96			B 18.3 28 1491	1660	795 273	903 300	486 421	410 346	522 161	279 254	259 204	103 64	132	87										
		9.00 - 9.30									A 17.1 26 1394	1597	755 282	852 281	416 346	356 372	565 208	313 303	258 204	89^ 52^	91^	51^										
		9.30 - 10.00									A 17.9 28 1459	1558	781 301	885 283	445 367	388 381	526 176	291 300	247 187	74^ 46^	73^	42^										
LAVERNE & SHIRLEY											A 19.7 29 1606	1996	666 369	735 315	533 427	346 162	505 208	376 348	247 97	323 194	433	313										
	TUE.	8.30P	30	ABC	CS		15 191 202	97	99		B 20.1 30 1638	1962	651 300	722 325	516 404	302 171	520 237	375 314	226 110	291 154	429	294										
LITTLE HOUSE-PRAIRIE											A 19.8 28 1614	1929	866 322	986 322	480 420	359 442	534 189	270 235	199 235	83 64^	326	185										
	MON.	8.00P	60	NBC	GD		16 214 218	99	99		B 19.5 28 1589	1870	812 284	918 297	465 411	368 393	490 159	248 230	211 212	130 83	332	198										
		8.00 - 8.30									A 19.3 28 1573	1932	875 327	995 315	481 421	367 452	529 185	266 230	197 236	84 64^	324	197										
		8.30 - 9.00									A 20.4 28 1663	1909	853 315	972 325	476 416	349 433	533 191	270 235	197 235	80 63^	324	173										
LOU GRANT											A 16.3 26 1328	1514	778 279	863 279	494 454	398 304	495 186	293 274	227 171	81^ 35^	75^	62^										
	MON.	10.00P	60	CBS	GD		12 195 196	99	99		B 17.5 28 1426	1545	778 314	870 332	534 471	375 263	532 215	343 320	241 144	85 41	58	46										
		10.00 - 10.30									A 16.4 25 1337	1565	799 297	889 291	508 462	407 315	491 186	289 274	224 170	104 43^	81^	67^										
		10.30 - 11.00									A 16.1 27 1312	1466	758 260	837 266	477 447	391 296	500 186	296 274	231 173	59^ 28^	70^	57^										
LOVE BOAT											A 19.7 32 1606	1979	786 309	861 313	507 425	378 291	534 208	334 301	231 170	222 129	362	277										
	SAT.	9.00P	60	ABC	CS		16 198 199	99	99		B 21.2 35 1728	1883	758 332	856 307	499 418	374 303	555 224	354 295	231 179	190 112	282	216										
		9.00 - 9.30									A 18.5 30 1508	2012	788 310	861 314	507 421	376 289	543 225	346 302	226 167	224 127	384	295										
		9.30 - 10.00									A 20.9 34 1703	1944	782 306	859 307	503 427	385 292	525 195	327 297	235 173	218 131	342	260										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														TEENS (12-17)		CHILDREN (2-11)	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11			
EVENING CONT'D																																	
NBC NIGHTLY NEWS-SAT.																																	
SAT. 6.30P 30 NBC N 16 156 165 85 87 A 10.2 18 831 1523 646 314 762 204 343 312 325 355 664 176 297 309 302 325 40^ 11^ 57^ 50^																																	
NBC NIGHTLY NEWS-SUN.																																	
SUN. 6.30P 30 NBC N 10 164 168 83 84 A 9.7 17 791 1665 781 235 829 221 346 338 313 396 619 175 305 326 293 256 74^ 59^ 143^ 98^																																	
NBC NIGHTLY NEWS																																	
M-F 6.30P 30 NBC N 87 208 210 98 99 A 13.9 23 1133 1641 729 263 820 185 352 335 386 400 635 133 282 310 335 285 78 42^ 108 73																																	
NBC SUNDAY NIGHT MOVIE																																	
1 SUN. 9.00P 120 NBC FF 11 204 207 99 99 A 15.3 23 1247 1853 768 262 806 264 486 465 405 237 884 269 556 538 491 248 80^ 26^ 83^ 55^																																	
2 SUN. 8.00P 180 B 16.1 24 1312 1854 736 292 806 318 528 450 362 221 805 319 546 493 392 206 134 51 109 77																																	
8.00 - 8.30 A 12.7 18 1035 1878 803 278 855 274 488 395 415 291 819 158^ 445 489 526 285 58^ 21^ 146^ 78^																																	
8.30 - 9.00 A 12.5 17 1019 1711 761 246 801 219^ 409 370 404 303 789 157^ 400 407 476 312 33^ 16^ 88^ 44^																																	
9.00 - 9.30 A 15.6 22 1271 1919 767 261 804 261 476 466 395 244 881 280 547 517 478 259 114 35^ 120 78^																																	
9.30 - 10.00 A 15.9 23 1296 1853 760 262 793 254 482 469 406 230 871 276 554 529 474 239 101 34^ 88^ 64^																																	
10.00 - 10.30 A 16.6 26 1353 1833 751 255 787 262 492 482 404 215 915 297 605 583 501 226 73^ 24^ 58^ 45^																																	
10.30 - 11.00 A 16.3 27 1328 1813 763 266 800 279 499 493 407 212 901 293 600 579 492 221 71^ 22^ 41^ 34^																																	
NEWSBREAK-M-F																																	
MWTHF 8.58P 1 CBS N 85 174 177 91 94 A 16.4 24 1337 1882 674 239 762 247 403 360 329 306 612 224 363 332 286 203 168 68 340 188																																	
TUE. 8.57P 2 B 15.8 24 1288 1884 710 267 790 258 437 390 364 294 591 211 356 326 286 192 168 70 335 207																																	
NEWSBREAK-SAT.																																	
17 178 182 A 15.5 25 1263 1979 642 285 732 263 439 388 356 238 554 215 393 382 293 131 197 92^ 496 302																																	
SAT. 8.58P 1 CBS N 95 95 B 14.5 23 1182 2167 695 254 774 297 494 421 344 234 629 262 431 395 293 154 195 85 569 333																																	
NEWSBREAK-SUN.																																	
SUN. 8.58P 1 CBS N 18 180 181 96 96 A 19.8 28 1614 1711 786 294 858 208 352 351 360 434 547 140 226 219 248 275 101 66^ 205 160																																	
NURSE																																	
1 THU. 10.00P 60 CBS GD 6 189 98 A 16.6 28 1353 1496 774 290 912 244 434 380 447 392 450 191 280 254 177 142^ 79^ 59^ 55^ 37^																																	
10.00 - 10.30 B 17.0 29 1386 1553 779 253 901 247 462 404 443 362 442 141 231 226 213 166 120 70 90 69																																	
10.30 - 11.00 A 16.7 27 1361 1486 764 283 900 238 417 367 437 399 457 186 281 250 181 152^ 72^ 55^ 57^ 40^																																	
ONE DAY AT A TIME																																	
SUN. 8.30P 30 CBS CS 13 195 194 99 99 A 21.4 30 1744 1727 794 294 868 214 345 337 355 447 568 152 237 237 249 281 110 70 181 138																																	
ONE OF THE BOYS																																	
SAT. 8.00P 30 NBC CS 3 195 193 98 97 B 22.7 33 1850 1704 757 308 852 270 418 363 359 366 568 188 292 270 249 240 116 70 168 126																																	
OPEN ALL NIGHT																																	
2 FRI. 8.30P 30 ABC CS 1 197 98 A 14.7 24 1198 1869 751 293 834 236 400 380 321 368 671 175 332 344 324 277 148 60^ 216 173																																	
PEACOCK SHOWCASE																																	
SUN. 7.00P 60 NBC GV 4 203 201 98 98 B 16.7 27 1361 1812 754 281 829 216 374 366 379 372 674 186 322 316 323 288 116 49 193 152																																	
7.00 - 7.30 A 12.9 20 1051 1667 762 305 826 290 420 398 320 350 585 187^ 360 316 325 187^ 143^ 86^ 113^ 76^																																	
7.30 - 8.00 B 12.9 20 1051 1667 762 305 826 290 420 398 320 350 585 187 360 316 325 187 143 86 113 76																																	
POPEYE VALENTINE SPECIAL(S)																																	
2 TUE. 8.30P 30 CBS EA 186 98 A 12.1 18 986 2323 765 278 832 351 555 448 360 226 797 314 518 462 381 209 202 98^ 492 334																																	
PRIVATE BENJAMIN																																	
MON. 8.30P 30 CBS CS 3 183 191 98 98 B 12.9 19 1051 2025 778 276 844 301 518 464 381 273 609 225 385 336 310 182 167 84 405 275																																	
QUINCY, M.E.																																	
12 199 201 A 10.8 17 880 2293 777 275 850 360 552 438 366 236 788 314 516 448 380 210 201 95^ 454 307																																	
CONT'D																																	
A 13.5 20 1100 2315 743 278 801 338 549 451 350 208 789 307 511 465 380 206 207 102^ 518 351																																	
POPEYE VALENTINE SPECIAL(S)																																	
2 TUE. 8.30P 30 CBS EA 186 98 A 16.3 24 1328 2111 505 98^ 523 234 401 342 213 112^ 511 275 433 376 185 63^ 252 62^ 825 382																																	
PRIVATE BENJAMIN																																	
MON. 8.30P 30 CBS CS 3 183 191 98 98 A 18.5 26 1508 1989 647 301 730 286 435 374 291 233 609 227 396 382 296 167 261 142 389 280																																	
QUINCY, M.E.																																	
12 199 201 A 17.1 28 1394 1694 777 328 726 272 430 373 308 236 590 211 375 353 291 174 250 133 386 279																																	
CONT'D																																	
845 363 581 508 349 210 619 271 439 381 263 160 170 102 60^ 44^																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)	LADY WORK HOUSE WOM	TOTAL	WOMEN					MEN					TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11								
										AVG. AUD. SHARE %	AVG. AUD. (0,000)				18-34	18-49	25-34	35-49	50-54	18-34	18-49	25-34	35-49	50-54										
LATE FRINGE CONT'D																																		
SATURDAY NIGHT																																		
1	SAT.	11.30P	76	NBC	GV		15 208 205	98	97	A	8.4 23	685	1415	510 278	599 264	194 326	261 151			546 277	399 356	227 108		187 126	83 82									
2	SAT.	11.30P	79							B	8.5 25	693	1571	521 283	594 291	415 319	241 126			686 392	551 425	249 93		227 109	64 59									
		11.30 - 12.00								A	9.1 21	742	1484	552 312	626 248	180 340	297 184			573 255	404 384	260 134		173 97	112 108									
		12.00 - 12.30								A	8.3 24	676	1402	477 255	578 256	187 315	243 141			546 292	404 338	216 107		213 159	65 65									
SCTV COMEDY NETWORK																																		
1	FRI.	12.30A	88	NBC	GV		15 182 185	96	97	A	3.2 15	261	1253	578 195	578 130	275 292	313 260			502 237	379 317	188 116		150 17	23 23									
2	FRI.	12.30A	86							B	3.2 15	261	1168	469 157	493 241	324 226	167 148			534 320	449 313	182 70		99 27	42 35									
		12.30 - 1.00								A	4.1 16	334	1260	622 173	628 125	299 342	333 268			476 198	350 294	212 108		102 17	54 54									
		1.00 - 1.30								A	3.0 15	245	1265	567 217	572 119	290 302	343 249			506 261	391 326	163 115		187 28	17 17									
		1.30 - 2.00								A	2.5 14	204	1250	490 216	495 168	226 171	230 250			568 298	436 364	172 132		187 17	17 17									
TOMORROW COAST TO COAST-1																																		
1	M-W	12.30A	30	NBC	CC		68 179	93		A	3.0 16	245	1245	441 192	535 123	274 220	306 217			666 287	445 392	285 168		44 17	17 17									
1	THU.	12.50A	30							B	2.9 15	236	1135	555 177	587 181	309 278	274 236			502 211	334 293	222 122		29 17	17 17									
TOMORROW COAST TO COAST 2																																		
1	MON.	1.00A	57	NBC	CC		68 180	93		A	1.7 13	139	1122	439 114	532 122	266 224	353 208			590 281	424 346	215 136		17 17	17 17									
1	TU & W	1.00A	56							B	1.8 13	147	861	408 124	422 141	213 173	180 182			407 181	270 247	161 94		17 17	17 17									
1	THU.	1.20A	52																															
		1.00 - 1.30								A	2.0 13	163	1258	443 148	553 110	276 252	387 191			705 318	497 392	264 172		17 17	17 17									
		1.30 - 2.00								A	1.5 13	122	1066	451 114	558 156	295 222	344 213			508 254	385 304	188 106		17 17	17 17									
TONIGHT SHOW																																		
							89 212 213			A	7.4 24	603	1360	618 209	672 216	353 339	305 246			576 213	366 340	270 161		93 21	19 14									
1 M-WF 11.30P 60 NBC GV 99 99																																		
1	THU.	11.50P	60							B	7.1 24	579	1301	621 209	714 217	386 342	314 250			569 254	360 346	266 162		17 17	17 17									
2	M-F	11.30P	60																															
		11.30 - 12.00								A	8.2 23	668	1374	660 221	709 237	384 361	314 252			571 193	361 343	282 162		82 16	12 10									
		12.00 - 12.30								A	6.7 24	546	1353	590 201	648 202	329 322	297 249			585 228	372 337	259 166		97 22	23 18									
		12.30 - 1.00								A	5.7 29	465	1086	471 189	501 107	247 261	287 190			411 232	331 255	179 80		174 28	17 17									
VEGAS-12.00																																		
1	THU.	12.41A	69	ABC	PD		16 153 155	90	92	A	2.5 13	204	873	290 157	358 83	211 185	231 138			515 201	383 304	255 103		17 17	17 17									
2	THU.	12.00M	69							B	3.1 15	253	1105	436 174	487 189	317 269	225 126			563 235	431 348	267 103		46 23	17 17									
		12.00 - 12.30								A	3.0 11	245	829	310 102	400 82	160 147	212 216			429 163	318 155	155 111		17 17	17 17									
		12.30 - 1.00								A	3.5 17	285	860	306 120	362 134	210 172	182 152			498 253	414 274	203 84		17 17	17 17									
		1.00 - 1.30								A	1.6 11	130	946	339 200	377 38	331 293	339 46			569 146	369 439	377 115		17 17	17 17									
		1.30 - 2.00								A	1.8 16	147	1007	245 245	245 17	245 245	245 17			762 279	517 620	483 142		17 17	17 17									
WEEKDAY DAYTIME																																		
ABC DAYTIME NEWSBRIEF M-F 89 176 177																																		
		1.57P	2	ABC	N			94	94	A	8.3 27	676	1192	793 194	875 432	657 524	344 180			202 84	128 107	104 58		64 46	51 14									
										B	9.3 31	758	1312	821 233	910 461	663 486	313 212			232 118	171 126	89 47		94 67	76 28									
ALICE-M-F																																		
		10.30A	30	CBS	CS		86 158 156	89	88	A	5.3 23	432	1470	653 188	723 308	445 421	290 216			372 133	201 125	161 162		104 39	271 110									
										B	5.4 25	440	1411	625 159	706 333	461 374	265 200			295 118	164 110	118 116		120 56	290 132									
ALL MY CHILDREN																																		
		1.00P	60	ABC	DD		89 201 200	99	99	A	9.1 30	742	1221	797 204	869 411	637 496	354 199			235 88	138 117	121 83		67 55	50 14									
		1.00 - 1.30								B	9.7 33	791	1312	816 234	899 444	650 477	324 214			237 110	164 122	94 60		99 71	77 30									
		1.30 - 2.00								A	8.7 28	709	1231	801 200	868 400	628 483	360 209			249 90	143 122	129 91		68 57	46 11									
										A	9.6 31	782	1182	783 201	855 415	633 498	340 187			213 82	127 107	109 72		62 50	52 15									
ANOTHER WORLD																																		
1	MTWTF	2.00P	60	NBC	DD		83 205 206	99	99	A	4.9 16	399	1318	886 213	967 356	519 436	389 390			218 59	73 43	81 143		68 52	65 26									
										B	4.7 16	383	1299	874 174	955 356	492 414	349 422			240 57	86 63	94 146		43 26	61 28									
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														TOTAL	18-49	18-49	25-54	15-64	55+	TOTAL	18-49	18-49	25-54	15-64	55+	TOTAL	12-17	TOTAL	2-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLD, BY SPECIFIED CATEGORY																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM	WOMEN					MEN					TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 0-11								
						WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	18-34			18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+											
WEEKDAY DAYTIME CONT'D																																	
RYAN'S HOPE																																	
M-F 12.30P 30 ABC DD 89 184 185																																	
SEARCH FOR TOMORROW																																	
1 MTUWF 2.30P 30 CBS DD 83 187 187																																	
1 THU. 2.32P 28																																	
2 M-F 2.30P 30																																	
TATLETALES																																	
M-F 4.00P 30 CBS QG 15 108 107																																	
TEXAS																																	
M-F 3.00P 60 NBC DD 84 184 183																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
TODAY SHOW-7.30AM																																	
M-F 7.30A 30 NBC N 88 212 210																																	
TODAY SHOW-8.30AM																																	
M-F 8.30A 30 NBC N 88 212 210																																	
WHEEL OF FORTUNE																																	
M-F 11.00A 30 NBC QG 86 182 182																																	
YOUNG AND THE RESTLESS																																	
M-F 12.30P 60 CBS DD 99 99																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
WEEKEND DAYTIME																																	
ABC WEEKEND SPECIALS																																	
SAT. 12.00N 30 ABC FV 11 185 180																																	
ABC WIDE WORLD-SPORTS SAT																																	
1 SAT. 5.00P 90 ABC SA 8 200 204																																	
2 SAT. 4.30P 120																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
6.00 - 6.30																																	
ABC WIDE WORLD-SPORT SUN																																	
2 SUN. 4.30P 90 ABC SA 1 194																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
AMERICAN BANDSTAND '82																																	
SAT. 12.30P 60 ABC PC 10 165 161																																	









1ST FEB. 1982 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (000)	TOTAL PERSONS (2+)	LADY WORK OF (18+)	VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
														WOMEN										MEN										TEEN (12-17)		CHILDREN (2-11)	
														TOTAL	18-24	25-34	35-44	45-54	55+	TOTAL	18-24	25-34	35-44	45-54	55+	TOTAL	18-24	25-34	35-44	45-54	55+	TOTAL	6-11				
WEEKEND DAYTIME CONT'D																																					
NBA ON CBS CONT'D																																					
		12.00 - 12.30						A	4.3	15	350	1683	452	206	152	11	109	158	203	263	246	372	700	520	483	246	102	17	183	132							
		12.30 - 1.00						A	5.2	17	424	1167	276	177	276	42	149	107	201	127	349	449	760	513	431	189	91	17	151	67							
		1.00 - 1.30						A	6.9	22	562	1553	311	168	311	100	150	124	151	149	892	423	672	500	424	197	86	17	264	130							
		1.30 - 2.00						A	8.4	24	685	1372	210	142	220	72	123	79	107	86	918	471	688	566	400	186	56	17	178	89							
		2.00 - 2.30						A	9.2	25	750	1367	198	125	215	62	108	77	116	76	976	498	733	584	431	192	49	17	127	46							
NCAA BASKETBALL-NAT'L																																					
		1 SAT. 3.03P	125	NBC SE		4	187	195	A	7.8	20	636	1226	310	64	319	109	196	193	135	94	580	207	319	334	282	191	141	42	186	137						
		2 SAT. 3.00P	127					B	7.4	20	603	1364	318	135	381	178	265	204	141	92	634	243	398	362	305	190	164	46	185	132							
		3.00 - 3.30						A	6.9	19	562	1174	331	30	331	72	184	197	173	109	539	232	305	283	230	166	150	60	154	110							
		3.30 - 4.00						A	7.6	20	619	1191	290	32	296	93	167	170	131	90	550	213	306	323	247	175	187	53	158	133							
		4.00 - 4.30						A	7.7	20	628	1293	281	67	303	116	219	215	135	65	628	196	334	379	334	199	132	17	230	157							
		4.30 - 5.00						A	8.4	20	685	1291	345	96	356	134	223	213	137	107	608	205	333	360	318	209	108	29	219	170							
NCAA BASKETBALL-REG'L																																					
		1 SAT. 1.00P	126	NBC SE		5	190	185	A	5.5	16	448	1411	366	69	375	103	195	183	188	152	742	290	443	395	356	229	138	78	156	101						
		2 SAT. 1.00P	123					B	5.5	14	448	1317	337	115	358	116	187	174	155	141	729	264	394	354	350	256	115	39	115	76							
		1.00 - 1.30																																			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK ING WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN 6-11													
WEEKEND DAYTIME CONT'D																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL	6-11									
RICHIE RICH/SCOOBY DOO-2 SAT. 10.30A 30 ABC CA 196 99 197 99																	A	7.9	29	644	1623	278	169A	341	208	145	149A	133A	75A	240	96A	146A	163A	120A	51A	250	127A	792	907	546
SAN DIEGO OPEN-SAT.(S) 1 SAT. 5.11P 49 NBC SE 150 83																	A	4.6	10	375	1395	337A	67V	358A	86V	139V	165A	138V	193A	830	299A	456A	445A	368A	347A	114V	LT	93V	93V	
5.30 - 6.00																	A	4.7	10	383	1350	326A	53V	347A	96V	135V	161A	110V	186A	830	310A	448A	447A	355A	355A	79V	LT	94V	94V	
SAN DIEGO OPEN-SUN.(S) 1 SUN. 4.04P 123 NBC SE 176 92																	A	5.4	11	440	1380	469A	120V	575	175A	280A	210A	218A	267A	668	186A	368A	336A	334A	298A	48V	13V	89V	71V	
4.00 - 4.30																	A	4.6	10	375	1328	343A	51V	535A	220A	260A	146A	129A	248A	669	232A	378A	325A	304A	291A	62V	22V	62V	54V	
4.30 - 5.00																	A	4.4	9	359	1298	371A	75V	535A	195A	236A	134A	134A	279A	681	211A	336A	301A	290A	345A	59V	25V	23V	23V	
5.00 - 5.30																	A	5.2	11	424	1368	550A	167A	623	148A	321A	269A	293A	274A	644	187A	383A	342A	327A	261A	18V	LT	83V	83V	
5.30 - 6.00																	A	6.7	13	546	1429	488	138A	563	152A	271A	230A	250A	265A	682	155A	383A	360A	381A	299A	46V	11V	138A	95V	
SCHOOLHOUSE ROCK 8.26AM SAT. 8.26A 4 ABC CN 20 187 190 95 98																	A	4.3	28	350	1463	214A	105A	234A	60V	160A	153A	123A	60V	237A	149A	214A	163A	65V	23V	163A	28V	829	494	
																	B	3.4	21	277	1518	198	65	228	129	176	134	72	39	200	115	170	125	60	29	149	32	941	523	
SCHOOLHOUSE ROCK-8.55AM 2 SAT. 8.55A 4 ABC CN 1 192 95																	A	4.0	20	326	1764	347A	141V	411A	166V	232A	203A	78V	167V	368A	141V	261A	233A	120V	107V	135V	23V	850	608A	
																	B	4.0	20	326	1764	347	141	411	166	232	203	78	167	368	141	261	233	120	107	135	23	850	608	
SCHOOLHOUSE ROCK 10.55AM 1 SAT. 10.55A 4 ABC CN 19 196 99																	A	7.3	27	595	1548	247A	220A	331A	220A	276A	138A	111A	55V	300A	93V	185A	219A	160A	81V	190A	70V	727	349A	
																	B	6.3	25	513	1597	229	130	269	168	221	123	85	37	198	104	160	118	83	27	257	112	873	534	
SCHOOLHOUSE ROCK-9.25AM 2 SAT. 9.25A 4 ABC CN 1 192 98																	A	5.3	22	432	1465	252A	185A	395A	148A	197A	186A	247A	160A	241A	120V	241A	183A	121V	LT	107V	39V	722	397A	
																	B	5.3	22	432	1465	252	185	395	148	197	186	247	160	241	120	241	183	121	LT	107	39	722	397	
SCHOOLHOUSE ROCK-11.25AM 1 SAT. 11.25A 4 ABC CN 7 193 98																	A	7.7	27	628	1478	376A	190A	436	243A	374A	247A	193A	62V	156A	129A	129A	129A	27V	27V	111A	111A	77A	44A	
																	B	6.3	22	513	1571	281	129	336	195	277	178	121	53	226	144	193	140	73	30	172	68	837	512	
SMURFS I SAT. 8.30A 30 NBC CA 20 209 209 99 99																	A	6.5	35	530	1691	169A	152A	230	145A	191A	128A	85A	39V	159A	107A	120A	106A	13V	39V	100A	58A	1202	666	
																	B	5.8	34	473	1547	176	100	192	103	151	99	75	37	133	74	102	71	40	28	129	61	1093	676	
SMURFS II SAT. 9.00A 30 NBC CA 20 209 209 99 99																	A	9.3	40	758	1661	216	149A	245	174	227	134A	63A	8V	161	101A	144A	132A	51A	9V	103A	64A	1152	657	
																	B	7.9	37	644	1599	199	99	219	130	173	104	67	40	139	72	105	75	49	31	156	69	1085	684	
SPACE STARS I SAT. 11.00A 30 NBC CA 10 183 182 93 93																	A	4.4	15	359	1607	237A	86A	267A	114A	202A	176A	119A	49V	278A	152A	242A	197A	95A	36V	179A	73V	883	449	
																	B	4.8	17	391	1576	224	138	256	152	206	139	84	39	253	171	222	142	64	26	205	64	862	498	
SPACE STARS II SAT. 11.30A 30 NBC CA 10 183 182 93 93																	A	5.1	17	416	1596	310	130A	343	166A	281A	233A	134A	51V	256A	157A	214A	163A	71V	42V	168A	82A	829	394	
																	B	5.4	18	440	1506	232	121	258	145	205	141	75	48	287	174	236	178	86	40	190	56	771	436	
SPIDER-MAN & FRIENDS SAT. 10.30A 30 NBC CA 11 201 202 97 98																	A	5.8	21	473	1548	206A	85A	229A	121A	195A	156A	91A	17V	215A	122A	190A	159A	74A	25V	114A	61V	990	524	
																	B	5.9	21	481	1668	212	120	245	147	207	135	85	30	237	148	197	123	74	37	221	62	965	553	
SPORTSBEAT 2 SUN. 2.00P 30 ABC SE 1 168 86																	A	3.9	11	318	1635	639A	138V	762	302A	551A	433A	340A	177V	576A	290A	384A	366A	286A	97V	149V	84V	148V	122V	
																	B	3.9	11	318	1635	639	138	762	302	551	433	340	177	576	290	384	366	286	97	149	84	148	122	
SPORTSWORLD 1 SUN. 1.00P 60 NBC SA 4 167 192 87 94																	A	7.1	17	579	1506	564	330	664	253	473	380	313	159A	681	160A	384	390	413	232	26V	26V	135A	109A	
2 SUN. 4.00P 30 167 192																	B	8.4	20	685	1532	488	250	558	195	383	309	262	143	806	276	472	493	429	230	43	14	125	105	
1.00 - 1.30																	A	5.1	14	416	1728	601	486A	931	340A	660	477A	457A	233A	578	44V	351A	354A	444A	199A	54V	54V	165A	126V	
1.30 - 2.00																	A	7.1	18	579	1729	579	370A	845	278A	600	474	462	186A	585	57V	360A	386A	445	171A	75V	75V	224A	176A	
4.30 - 5.00																	A	7.6	18	619	1317	410	237A	410	189A	339A	265A	150A	71V	847	257A	481	470	432	235A	LT	LT	60V	60V	
5.00 - 5.30																	A	7.7	18	628	1398	500	283A	500	227A	361A	274A	193A	139A	812	195A	399	461	494	287A	LT	LT	86V	86V	
5.30 - 6.00																	A	8.1	17	660	1435	730	314A	730	264A	479	439	356A	192A	536	187A	313A	267A	267A	191A	15V	15V	154A	113A	
SUNDAY MORNING CONT'D																	A	4.3	20	350	1380	552	123A	577	80V	157A	181A	275A	385	491	147A	245A	293A	304A	168A	78V	28V	234A	129A	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (6-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	TOTAL	M				
WEEKEND DAYTIME CONT'D																																	
SUNDAY MORNING-CONT'D																																	
		SUN.		9.00A	90	CBS N	90	90	B	5.0	24	408	1487	637	236	660	183	278	269	284	345	631	235	344	323	302	229	48	17	148	87		
		9.00 - 9.30							A	3.5	19	285	1267	523	91	537	63	130	158	250	379	446	144	194	252	253	165	59	21	225	144		
		9.30 - 10.00							A	4.5	21	367	1425	562	139	602	97	177	179	271	395	517	153	287	332	340	158	98	57	208	98		
		10.00 - 10.30							A	5.0	21	408	1373	544	135	556	66	144	184	284	372	495	151	247	281	297	175	62	17	260	140		
SUPERFRIENDS																																	
		SAT.		8.00A	30	ABC CA	95	98	A	4.0	29	326	1479	200	80	218	55	138	132	105	67	243	160	222	162	62	21	140	24	878	485		
									B	3.2	21	261	1514	212	67	237	125	178	136	78	48	210	121	179	138	62	28	139	31	928	507		
SUPERSTARS																																	
		1 SUN.		2.00P	55	ABC SE	92	90	A	7.8	20	636	1836	574	217	637	253	441	387	278	145	758	328	505	477	355	151	133	52	308	236		
		2 SUN.		2.30P	60				B	7.1	18	579	1678	546	181	609	230	408	366	290	156	685	296	437	406	315	165	143	51	241	189		
		2.00 - 2.30							A	7.6	18	619	2092	667	268	730	339	565	479	284	130	843	345	606	523	439	170	116	57	403	271		
		2.30 - 3.00							A	7.5	19	611	1845	565	219	640	269	456	395	296	125	749	332	517	476	360	138	152	65	304	232		
		3.00 - 3.30							A	8.6	23	701	1729	573	182	606	198	372	359	249	184	758	331	448	486	302	166	115	26	250	223		
TARZAN/L.RANGER/ZORRO HR1																																	
		SAT.		8.30A	30	CBS CA	99	99	A	3.6	19	293	1529	250	82	297	150	227	185	130	40	229	62	160	128	167	69	245	98	758	447		
									B	3.5	19	285	1518	211	89	233	125	170	106	95	51	258	102	172	153	121	71	209	67	818	467		
TARZAN/L.RANGER/ZORRO HR2																																	
		SAT.		9.00A	30	CBS CA	99	99	A	4.8	21	391	1363	298	109	298	76	184	216	158	82	235	81	117	88	118	98	229	80	601	331		
									B	4.6	20	375	1536	279	104	304	119	172	126	141	107	273	124	170	157	117	75	222	57	737	422		
THIS WEEK-DAVID BRINKLEY																																	
		SUN.		11.30A	60	ABC N	89	89	A	3.8	13	310	1406	564	123	612	68	219	232	302	348	665	140	259	239	293	336	32	17	97	46		
									B	3.7	12	302	1414	557	164	598	153	243	220	230	311	688	218	317	286	286	311	37	17	91	53		
11.30 - 12.00																																	
		12.00 - 12.30							A	3.9	14	310	1524	574	182	649	44	197	211	308	308	595	148	249	258	270	277	15	14	145	79		
									A	3.8	13	310	1410	564	187	655	87	229	221	298	388	700	118	249	280	304	384	19	17	36	17		
10 MIN. ES																																	
		SAT.		1.30P	30	CBS JN	88	88	A	4.9	15	399	1627	430	188	455	184	34	279	196	112	414	195	272	215	219	116	157	99	536	337		
									B	3.8	12	310	1486	445	164	510	225	324	223	202	150	311	126	205	169	155	88	171	85	494	300		
THUNDARR THE BARBARIAN																																	
		1 SAT.		11.30A	30	ABC CA	98		A	7.2	25	587	1453	335	175	393	211	310	196	182	63	128	128	128	128	128	128	128	128	128	128		
									B	5.5	20	448	1599	285	157	320	180	261	166	113	53	333	219	277	179	86	53	253	104	693	436		
THUNDARR THE BARBARIAN																																	
		2 SAT.		8.30A	30	ABC CA	95	192	A	4.2	21	342	1661	281	88	307	135	199	151	73	99	334	151	261	215	110	73	152	17	868	559		
									B	4.2	21	342	1661	281	88	307	135	199	151	73	99	334	151	261	215	110	73	152	17	868	559		
TOM AND JERRY COMEDY SHOW																																	
		SAT.		12.30P	30	CBS CA	88	87	A	6.9	22	562	1895	413	226	503	239	349	275	182	154	368	213	304	251	109	64	168	93	856	477		
									B	5.8	19	473	1709	342	153	403	214	291	182	131	100	313	185	241	165	102	57	187	79	806	446		
TROLLKINS																																	
		SAT.		12.00N	30	CBS CA	92	90	A	5.7	18	465	1574	389	247	432	315	391	252	87	41	334	230	304	265	91	30	118	63	690	333		
									B	5.5	17	448	1643	316	183	386	214	306	178	144	70	307	166	231	197	113	58	180	99	770	407		
USA VS-WR. D. OLYMPIC. SPRTS																																	
		1 SUN.		3.00P	60	ABC SE	91	92	A	9.0	21	734	1775	614	248	658	271	442	385	276	161	791	349	516	451	336	179	115	45	211	142		
		2 SUN.		3.30P	60				B	9.0	21	734	1775	614	248	658	271	442	385	276	161	791	349	516	451	336	179	115	45	211	142		
		3.00 - 3.30							A	9.1	20	742	2001	699	283	770	358	560	466	324	142	830	396	598	472	366	156	129	33	272	170		
		3.30 - 4.00							A	9.2	21	750	1743	590	245	641	254	429	368	279	160	788	343	507	441	326	189	104	39	210	148		
		4.00 - 4.30							A	8.6	21	701	1544	558	201	558	215	335	329	195	179	734	307	440	439	309	176	114	68	138	94		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 25, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		20,540 25.2		25,670 31.5		AMERICAN MUSIC AWARDS							
	ABC TV		{		16,540 20.3		17,520 21.5									
	AVERAGE AUDIENCE (Households (000) & %)		{		20.3		21.5									
	SHARE OF AUDIENCE %		{		29		32									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		17,600 21.6		22,330 27.4		17,690 21.7		18,090 22.2					
	CBS TV		{		14,910 18.3		19,560 24.0		16,300 20.0		14,260 17.5					
	AVERAGE AUDIENCE (Households (000) & %)		{		18.3		24.0		20.0		17.5					
	SHARE OF AUDIENCE %		{		26		34		29		28					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		19,320 23.7		18,580 22.8		NBC MONDAY NIGHT MOVIES WHEN A STRANGER CALLS(SUS-OP)							
	ABC TV		{		15,890 19.5		12,880 15.8		15.9*		16.2*		15.4*			
	AVERAGE AUDIENCE (Households (000) & %)		{		19.5		15.8		15.9*		16.2*		15.4*			
	SHARE OF AUDIENCE %		{		28		24		23*		25*		25*			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		20,700 25.4		21,030 25.8		ABC THEATRE PRAY I(KOP)							
	ABC TV		{		18,220 19.9		19,040 16.0		16.7*		16.4*		14.6*			
	AVERAGE AUDIENCE (Households (000) & %)		{		19.9		16.0		16.7*		16.4*		14.6*			
	SHARE OF AUDIENCE %		{		28		24		23*		24*		24*			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		16,870 20.7		20,950 25.7		17,770 21.8		15,400 18.9					
	CBS TV		{		14,910 18.3		18,500 22.7		16,300 20.0		12,230 15.0					
	AVERAGE AUDIENCE (Households (000) & %)		{		18.3		22.7		20.0		15.0					
	SHARE OF AUDIENCE %		{		26		32		29		24					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		19,890 24.4		27,060 33.2		NBC MONDAY NIGHT MOVIES WORLD WAR III, PART 2(SUS-OP)							
	ABC TV		{		18,380 20.1		19,150 23.5		22.8*		24.5*		24.2*			
	AVERAGE AUDIENCE (Households (000) & %)		{		20.1		23.5		22.8*		24.5*		24.2*			
	SHARE OF AUDIENCE %		{		28		36		33*		38*		40*			

TV HOUSEHOLDS USING TV	WK. 1	65.1	67.3	66.4	67.1	67.6	70.7	71.6	72.5	71.2	70.9	69.5	69.0	65.7	64.2	61.7	61.1
(See Def. 1)	WK. 2	65.3	66.3	66.1	66.0	66.8	70.5	71.6	72.8	71.3	71.4	68.7	67.4	65.0	63.8	61.4	61.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page 1

FVE. MON. FEB. 1, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.26, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		20,780 25.5		18,340 22.5		22,250 27.3									
ABC TV				HAPPY DAYS		LAVERNE & SHIRLEY (OP)		STATE OF THE UNION-ABC (SUS)		THREE'S COMPANY		DEMOCRATIC RIFLY ABC (SUS)					
AVERAGE AUDIENCE (Households (000) & %)		{		18,090 22.2		18,540 20.3				19,320 23.7							
SHARE OF AUDIENCE %		{		33		30				37							
AVG. AUD. BY ¼ HR. %		{		21.5		23.0		20.0		20.5				22.3		25.1	
TOTAL AUDIENCE (Households (000) & %)		{		16,950 20.8		13,370 16.4		13,370 16.4		13,370 16.4		13,370 16.4		8,880 10.9			
CBS TV				SIMON & SIMON (OP)		STATE OF THE UNION CBS (SUS) (9:00-9:49PM)(SUS-OP)				(1)		STATE OF UNION ANALYSIS (SUS-OP) (10:22-11:00PM)					
AVERAGE AUDIENCE (Households (000) & %)		{		13,370 16.4		15.8*		17.1*				10,350 12.7				12.9*	
SHARE OF AUDIENCE %		{		25		24 *		25 *				22				23 *	
AVG. AUD. BY ¼ HR. %		{		15.8		16.0		17.0		17.3				12.1		13.7	
TOTAL AUDIENCE (Households (000) & %)		{		13,370 16.4		13,370 16.4		13,370 16.4		13,370 16.4		13,370 16.4		8,880 10.9			
NBC TV				FATHER MURPHY (R)(OP)		STATE OF THE UNION NBC (SUS) (9:00-9:49PM)				(2)		(3)		(5)(OP)			
AVERAGE AUDIENCE (Households (000) & %)		{		10,430 12.8		12.4*		13.3*				12,230 15.0		8,480 10.4			
SHARE OF AUDIENCE %		{		19		19 *		20 *				22		19		10.4	
AVG. AUD. BY ¼ HR. %		{		12.4		12.3		13.0		13.5		15.0		14.8		10.7	
TOTAL AUDIENCE (Households (000) & %)		{		17,120 21.0		16,710 20.5		22,930 27.4		22,170 27.2		22,490 27.6					
ABC TV				HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART					
AVERAGE AUDIENCE (Households (000) & %)		{		15,320 18.8		15,490 19.0		20,210 24.8		20,540 25.2		18,830 23.1		23.1*		23.2*	
SHARE OF AUDIENCE %		{		28		28		37		38		38		37 *		39 *	
AVG. AUD. BY ¼ HR. %		{		18.5		19.0		18.1		19.8		23.4		22.8		23.4	
TOTAL AUDIENCE (Households (000) & %)		{		15,650 19.2		15,080 18.5		15,890 19.5									
CBS TV				BUGS BUNNY'S VALENTINE (R)		POPEYE VALENTINE SPECIAL SWEETHEARTS AT SEA(R)(OP)		CBS TUESDAY NIGHT MOVIES MILITON DO. LAR INFIELD									
AVERAGE AUDIENCE (Households (000) & %)		{		13,370 16.4		13,280 16.3		9,780 12.0		12.1*		11.2*		12.5*		12.1*	
SHARE OF AUDIENCE %		{		24		24		19		18 *		17 *		20 *		20 *	
AVG. AUD. BY ¼ HR. %		{		16.4		16.5		17.0		15.7		12.5		11.6		11.0	
TOTAL AUDIENCE (Households (000) & %)		{		19,230 23.6		18,170 22.3		15,320 18.8									
NBC TV				FATHER MURPHY (OP)		BRET MAVERICK (OP)		FLAMINGO ROAD									
AVERAGE AUDIENCE (Households (000) & %)		{		15,570 19.1		14,830 18.2		13,200 16.2									
SHARE OF AUDIENCE %		{		28		27 *		27 *		28 *		27		26 *		27 *	
AVG. AUD. BY ¼ HR. %		{		17.4		18.7		20.1		18.3		18.2		18.5		18.1	

TV HOUSEHOLDS USING TV	WK 1	63.9	65.2	65.8	66.8	66.7	67.4	68.1	68.3	68.2	66.0	62.2	59.8	55.2	50.6
(See Def. 1)	WK 2	65.6	66.6	66.8	67.6	68.3	68.6	66.8	67.0	66.3	66.6	62.9	61.8	60.4	58.0

U.S. TV Households: 81,500,000

(1) CBS DEMOCRATIC RE (9:00-9:49PM)(SUS)

(2) NBC NEWS COMMENTARY, NBC, (9:49-10:07PM)(S)

For explanation of symbols, See page A

A 5 (3) NBC NEWS REPORT, NBC, (10:07-10:30PM)(S)

EVE.TUE. FEB.2, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN 27, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		21,110 25.9		19,800 24.3		19,320 23.7									
ABC TV				GREATEST AMERICAN HERO		FALL GUY (OP)		DYNASTY									
AVERAGE AUDIENCE (Households (000) & %)		{		17,120 21.0		16,060 19.7		16,540 20.3									
SHARE OF AUDIENCE %		{		19.7*		19.2*		20.1*									
AVG. AUD. BY ¼ HR. %		{		30		29		30*									
TOTAL AUDIENCE (Households (000) & %)		{		18.7		20.8		21.8		22.8		19.2		19.3		20.0	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{		20.1*		20.2		19.9		20.0		20.5		20.8			
SHARE OF AUDIENCE %		{		32*		32*		33*		35*							
AVG. AUD. BY ¼ HR. %		{		22.3*		22.3*		22.3*		22.3*		22.3*		22.3*		22.3*	
TOTAL AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
SHARE OF AUDIENCE %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
AVG. AUD. BY ¼ HR. %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
TOTAL AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
SHARE OF AUDIENCE %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
AVG. AUD. BY ¼ HR. %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
TOTAL AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
SHARE OF AUDIENCE %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
AVG. AUD. BY ¼ HR. %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
TOTAL AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
SHARE OF AUDIENCE %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
AVG. AUD. BY ¼ HR. %		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	
TOTAL AUDIENCE (Households (000) & %)		{		21.0		21.0		21.0		21.0		21.0		21.0		21.0	

TV HOUSEHOLDS USING TV WK 1	64.0	64.9	65.7	66.8	67.7	68.9	69.2	69.6	68.2	68.2	67.6	65.7	62.0	60.9	60.1	58.9
(See Def. 1) WK 2	62.4	61.4	64.3	64.9	66.2	67.5	67.6	68.2	68.6	69.4	68.9	67.8	63.1	62.4	61.8	60.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.WED. FEB.3, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. JAN. 28, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,740 14.4		10,920 13.4		15,570 19.1		16,630 20.4		16,460 20.2			
	ABC TV						WORK & MINDY (R)		BEST OF THE WEST (R)		BARNEY MILLER (R)		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,780 12.0		9,620 11.8		13,940 17.1		15,000 18.4		12,140 14.9	15.8*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%					19 11.4		18 12.6		26 17.0		29 17.2		25 17.8	26* 18.9		24* 15.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					24,370 29.9				18,090 22.2				16,540 20.3			
	CBS TV								MAGNUM, P.I. (OP)				KNIGHTS LANDING					MIKE
	AVERAGE AUDIENCE (Households (000) & %)	{					19,970 24.5	23.8*		25.2*	14,260 17.5	17.1*		17.9*	13,530 16.6	16.7*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%					30 23.2	37* 24.4		40* 25.4	36* 17.2	36* 17.0		30* 18.0	20* 17.9	27* 16.5		29* 16.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,750 18.1				15,400 18.9		13,770 16.9		20,290 24.9			
	NBC TV								FAME (OP)		DIFFERENT STROKES		GIMME A BREAK (R)(OP)				HILL STREET BLUES	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,920 13.4	13.0*		13.8*	13,200 16.2		12,470 15.3		16,220 19.9	19.8*		20.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%					21 12.8	20* 13.2		21* 14.0	25 15.6		24 16.9		33 19.7	32* 19.9		35* 20.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,960 15.9		11,410 14.0		13,770 16.9		14,020 17.2		15,570 19.1			
	ABC TV						WORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,490 14.1		10,600 13.0		12,470 15.3		12,550 15.4		11,170 13.7	14.1*		13.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%					22 14.1		20 13.2		23 15.1		23 15.6		23 15.0	23* 15.8		23* 13.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					22,660 27.8				24,780 30.4							
	CBS TV								MAGNUM, P.I. (OP)						HALLMARK HALL OF FAME HUNCHBACK OF NOTRE DAME			
	AVERAGE AUDIENCE (Households (000) & %)	{					18,500 22.7	21.7*		23.7*	16,710 20.5	20.8*		20.6*		20.5*		20.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%					35 21.2	33* 22.2		36* 23.5	32 21.3	31* 20.3		31* 20.5		33* 20.6		34* 20.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,380 20.1				17,440 21.4		16,630 20.4		19,070 23.4			
	NBC TV								FAME (OP)		DIFFERENT STROKES		GIMME A BREAK (OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,040 16.0	16.0*		16.1*	15,490 19.0		15,400 18.9		15,080 18.5	18.4*		18.6*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%					25 16.0	25* 16.1		25* 15.8	28 18.5		28 19.6		31 18.7	30* 19.0		32* 18.5

TV HOUSEHOLDS USING TV WK 1	63.4	63.8	64.0	64.8	64.7	65.2	64.6	64.5	64.1	64.1	62.5	61.2	58.9	56.4
(See Def. 1) WK. 2	63.2	64.8	64.5	65.2	65.2	65.6	66.8	67.0	66.2	66.6	62.6	60.6	59.7	57.4

U.S. TV Households: \$1,500,000

For explanation of symbols, See page A

EVE THU. FEB. 4, 1982

EVE.FRI. JAN.29. 1982

		SATURDAY, JAN. 23, 1968															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEKNIGHT 1	TOTAL AUDIENCE (Households (000) & %)	22,330 27.4															
	ABC TV	ABC NEWS SPECIAL FDR (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	12,390															
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	15.2 24 15.4	15.7* 25 * 15.9		16.6* 26 * 16.5		15.2* 24 * 14.8		14.0* 22 * 13.9		15.1* 25 * 14.1		14.5* 25 14.1				
WEEKNIGHT 2	TOTAL AUDIENCE (Households (000) & %)	23,960 29.4				27,710 34.0				20,620 25.3							
	CBS TV	DUKES OF HAZZARD (OP)				DALLAS				FALCON CREST							
	AVERAGE AUDIENCE (Households (000) & %)	19,800				23,230				16,710							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	24.3 39 22.4	23.1* 37 * 23.9		25.5* 40 * 25.1		27.7* 43 * 28.2		29.2* 45 * 29.4		20.5* 34 21.7		20.9* 34 * 20.1		20.0* 34 * 20.1		
WEEKNIGHT 3	TOTAL AUDIENCE (Households (000) & %)	9,370 11.5				12,470 15.3				16,540 20.3							
	NBC TV	NBC MAGAZINE (OP)				MCCLAIN'S LAW (SUS-OP)				CASSIE AND COMPANY							
	AVERAGE AUDIENCE (Households (000) & %)	6,760				9,620				13,690							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	8.3 13 9.3	8.8* 14 * 8.4		7.8* 12 * 7.9		11.1* 18 11.1		12.6* 20 * 13.1		16.8 28 16.5		16.8* 28 * 17.1		16.7* 28 * 17.0		
WEEKNIGHT 4	TOTAL AUDIENCE (Households (000) & %)	14,410 18.1				12,210 15.0				13,280 16.3				19,160 23.6			
	ABC TV	BENSON				OPEN ALL NIGHT				A LITTLE FAMILY FUD (OP)				STRIKE FOR L			
	AVERAGE AUDIENCE (Households (000) & %)	13,200				10,510				12,390							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	16.2 26 15.7		12.9 20 13.4		12.5* 20 * 12.8		13.3* 21 * 13.3		15.2 27 14.0		14.6* 25 * 15.2		15.8 29 * 15.8			
WEEKNIGHT 5	TOTAL AUDIENCE (Households (000) & %)	23,880 29.3				26,810 32.9				20,950 25.7							
	CBS TV	DUKES OF HAZZARD (OP)				DALLAS				FALCON CREST							
	AVERAGE AUDIENCE (Households (000) & %)	19,580				23,150				17,930							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	22.8 36 20.2	20.7* 33 * 21.1		24.9* 39 * 24.2		28.4 45 28.5		28.5* 45 * 28.4		28.3* 45 * 28.1		22.8* 39 * 22.1		21.2* 39 * 21.8		
WEEKNIGHT 6	TOTAL AUDIENCE (Households (000) & %)	12,470 15.3				11,080 13.6				10,270 12.6							
	NBC TV	NBC MAGAZINE (OP)				MCCLAIN'S LAW (SUS-OP)				CASSIE AND COMPANY							
	AVERAGE AUDIENCE (Households (000) & %)	9,050				9,210				7,990							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	11.1 18 11.2	11.0* 18 * 10.7		11.2* 18 * 11.2		11.3 18 10.6		10.9* 17 * 11.2		11.7* 18 * 11.7		9.8 17 10.1		9.9* 17 * 9.7		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	57.5	58.7	60.6	62.2	62.2	63.1	64.2	64.3	64.8	64.7	64.3	61.4	60.5	59.4	57.9
		WK. 2	59.7	61.2	62.1	62.5	63.0	64.0	62.5	63.5	63.5	63.0	59.3	57.4	55.6	54.4	

**U.S. TV Households: 81,500,000**

For explanation of symbols, See page A

EVE. FRI. FEB. 5, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT JAN 30, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	13,370 16.4				21,840 26.8				18,750 23.0												
	ABC TV	KING'S CROSSING (OP)				LOVE BOAT (OP)				FANTASY ISLAND												
	AVERAGE AUDIENCE (Households (000) & %)	9,940 12.2				18,340 22.3				15,730 19.3												
	SHARE OF AUDIENCE %	20				21.5*				23.5*												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,750 23.0				19,800 24.3				12,390 15.2												
	CBS TV	WALT DISNEY THE CAT FROM OUTER SPACE, PART 1(OP)				GOLDEN GLOBE AWARDS (9:00-11:16PM)																
	AVERAGE AUDIENCE (Households (000) & %)	14,260 17.5				11,080 13.6																
	SHARE OF AUDIENCE %	29				12.2*				12.1*												
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	14,100 17.3				14,590 17.9				14,750 18.1				12,390 15.2								
	NBC TV	ONE OF THE BOYS				HARPER VALLEY (OP)				BARBARA MANDELL (OP)				BILLY CRYSTAL COMEDY HOUR								
	AVERAGE AUDIENCE (Households (000) & %)	12,140 14.9				12,960 15.9				11,740 14.4				8,970 11.0								
	SHARE OF AUDIENCE %	25				27				24				20								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	8,310 10.2				13,690 16.8				13,610 16.7				17,230 21.2								
	ABC TV	KING'S CROSSING (OP)				LOVE BOAT (OP)				FANTASY ISLAND												
	AVERAGE AUDIENCE (Households (000) & %)	8,310 10.2				13,690 16.8				13,610 16.7												
	SHARE OF AUDIENCE %	16				15.4*				18.2*												
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	21,430 26.3				25,430 31.2																
	CBS TV	WALT DISNEY THE CAT FROM OUTER SPACE, PART 2(OP)				CBS SAT. NIGHT MOVIE SILVER STREAK(R) (9:00-11:30PM)																
	AVERAGE AUDIENCE (Households (000) & %)	17,030 20.9				18,220 19.9																
	SHARE OF AUDIENCE %	30				34*				18.3*				20.4*								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	13,370 16.4				12,800 15.7				14,180 17.4				11,410 14.0								
	NBC TV	ONE OF THE BOYS				HARPER VALLEY (OP)				BARBARA MANDELL (OP)				BILLY CRYSTAL COMEDY HOUR								
	AVERAGE AUDIENCE (Households (000) & %)	11,740 14.4				11,570 14.2				11,650 14.3				7,910 9.7								
	SHARE OF AUDIENCE %	23				22				23				17								
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		59.8	60.6	59.7	59.1	59.6	60.4	60.5	61.3	61.6	61.2	57.8	56.7	55.0	53.5							
U.S. TV Households: 81,500,000		62.0	62.0	63.2	64.0	64.6	65.1	63.8	63.7	63.5	62.4	59.9	58.6	57.0	56.3							

For explanation of symbols, See page A

EVE SAT. FEB. 6, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN 30, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 5,790  
(Households (000) & %) { 7.1

## ABC TV

WEEKEND  
REPORT-  
SAT

AVERAGE AUDIENCE { 5,460  
(Households (000) & %) { 6.7  
SHARE OF AUDIENCE % 13  
W AVG. AUD. BY ¼ HR. % 6.7

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

GOLDEN GLOBE  
AWARDS  
(9:00-11:16PM)

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
K AVG. AUD. BY ¼ HR. % 15.8 14.5

TOTAL AUDIENCE {  
(Households (000) & %) {

10,760  
13.2

## SATURDAY NIGHT

(11:30-12:46AM)  
(SUSTAINING 12:46-1:00AM)

## NBC TV

AVERAGE AUDIENCE { 6,280  
(Households (000) & %) { 7.7 8.3\* 7.5\*  
SHARE OF AUDIENCE % 21 20\* 22\*  
W AVG. AUD. BY ¼ HR. % 8.5 8.1 7.7 7.2 6.9 6.6

TOTAL AUDIENCE { 5,190  
(Households (000) & %) { 6.3

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 5,050  
(Households (000) & %) { 6.2  
W SHARE OF AUDIENCE % 12  
E AVG. AUD. BY ¼ HR. % 8.2

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

CBS SAT. NIGHT  
MOVIE  
SILVER STREAK(R)  
(9:00-11:30PM)

AVERAGE AUDIENCE { 20.8\*  
(Households (000) & %) { 39\*  
K SHARE OF AUDIENCE %  
W AVG. AUD. BY ¼ HR. % 21.9 19.6

TOTAL AUDIENCE {  
(Households (000) & %) {

12,960  
15.9

## SATURDAY NIGHT

(11:30-12:49AM)  
(SUSTAINING 12:49-1:00AM)

## NBC TV

AVERAGE AUDIENCE { 7,420  
(Households (000) & %) { 9.1 9.9\* 9.1\*  
W SHARE OF AUDIENCE % 24 23\* 25\*  
E AVG. AUD. BY ¼ HR. % 10.3 9.5 9.3 8.9 7.8 7.3

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	51.0	47.9	43.0	39.4	36.2	33.1	30.7	27.6	25.2	23.4	21.1	18.7	16.4	14.3	12.3	10.9
(See Def. 1)	55.3	52.3	46.0	41.6	37.2	34.3	30.2	28.2	25.8	23.6	20.9	18.0	15.6	13.7	12.4	11.3		

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE. SAT. FEB. 6, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.31, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 12,230 15.0		{ 18,090 22.2		{ 26,810 32.9																					
	ABC TV		{ (1) (-OP)		CODE RED (7:27-8:00PM)(OP)		TODAY'S FBI		ABC SUNDAY NIGHT MOVIE SLAP SHOT(OP) (9:00-11:24PM)																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,270 12.6		{ 15,240 18.7		{ 16,950 20.8																					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 20.1		{ 27 12.0		{ 26 11.9		{ 30 13.5																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 29,670 36.4		{ 19,720 24.2		{ 18,990 23.2		{ 21,600 26.5		{ 20,050 24.6		{ 20,620 25.3															
	CBS TV		{ 60 MINUTES		ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.															
	AVERAGE AUDIENCE (Households (000) & %)		{ 23,880 29.3		{ 18,090 22.2		{ 17,440 21.4		{ 19,400 23.8		{ 18,260 22.4		{ 17,930 22.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 43 26.0		{ 41 29.0		{ 45 31.4		{ 32 30.7		{ 34 21.8		{ 32 22.5		{ 32 21.1													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 14,430 17.7		{ 18,910 23.2		{ 21,430 26.3																					
	NBC TV		{ PEACOCK SHOWCASE		CHIPS (OP)		NBC SUNDAY NIGHT MOVIE WORLD WAR III, PART 1(SUS-OP)																					
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,940 12.2		{ 15,970 19.6		{ 15,730 19.3																					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 9.7		{ 21 10.3		{ 28 13.9		{ 29 14.2																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 14,510 17.8		{ 12,110 14.8		{ 15,650 19.2																					
	ABC TV		{ CODE RED (OP)		ABC SUNDAY NIGHT MOVIE SUPERMAN, PART 1(OP)		TODAY'S FBI																					
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,600 13.0		{ 24,120 29.6		{ 12,630 15.5																					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 20 11.2		{ 42 27.6		{ 25 17.1		{ 41 15.5																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 29,580 36.3		{ 19,640 24.1		{ 18,260 22.4		{ 18,340 22.5		{ 21,680 26.6		{ 23,960 29.4															
	CBS TV		{ 60 MINUTES		ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.															
	AVERAGE AUDIENCE (Households (000) & %)		{ 24,610 30.2		{ 17,690 21.7		{ 17,440 21.4		{ 17,120 21.0		{ 18,260 22.4		{ 20,540 25.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 47 27.9		{ 46 30.7		{ 47 31.1		{ 29 20.6		{ 32 21.3		{ 41 24.6		{ 40 25.3													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 17,710 15.6		{ 19,230 23.6																							
	NBC TV		{ PEACOCK SHOWCASE		NBC SUNDAY NIGHT MOVIE THE DAY THE BUBBLE BURST(SUS-OP)(OP)																							
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,700 11.9		{ 10,350 12.7																							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 11.0		{ 19 11.5		{ 17 12.2																					
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)			67.8	68.0	68.4	68.3	69.1	69.8	70.6	70.5	70.8	69.6	69.3	67.3	66.4	64.3	63.3											
U.S. TV Households: 81,500,000			(11)	66.0	67.6	69.0	70.2	71.2	71.8	72.0	72.1	71.2	68.9	63.5	61.3	59.9	58.3											

(1) PRO BOWL FOOTBALL GAME, NFC VS AFC, ABC, (4:00-7:27PM)(S)

For explanation of symbols, See page A.

EVE.SUN. FEB.7, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 31, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 4,400  
(Households (000) & %) { 5.4

## ABC TV

ABC SUNDAY  
NIGHT MOVIE  
SLAP SHOT  
(9:00-11:24PM)

ABC WEEKEND  
REPORT-SUN.  
(11:32-11:47PM)

AVERAGE AUDIENCE { 4,240  
(Households (000) & %) { 5.2  
SHARE OF AUDIENCE % 39 \*  
AVG. AUD. BY ¼ HR. % 21.9 22.6 5.3 4.5

W

E

E

K

1

TOTAL AUDIENCE { 6,440  
(Households (000) & %) { 7.9

## CBS TV

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 6,110  
(Households (000) & %) { 7.5  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 7.5

TOTAL AUDIENCE { 2,930  
(Households (000) & %) { 3.6

## NBC TV

NBC LATE NIGHT MOVIE  
THE GANGSTER CHRONICLES, PART 4(R)  
(11:30-12:35AM)  
(SUSTAINING 12:35-1:30AM)

AVERAGE AUDIENCE { 2,040  
(Households (000) & %) { 2.5 2.5\* 2.5\*  
SHARE OF AUDIENCE % 8 6\* 9\*  
AVG. AUD. BY ¼ HR. % 2.5 2.5 2.4 2.6 2.5

TOTAL AUDIENCE { 1,670  
(Households (000) & %) { 4.5

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE { 3,750  
(Households (000) & %) { 4.6  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 4.6

W

E

E

K

2

TOTAL AUDIENCE { 7,010  
(Households (000) & %) { 8.6

## CBS TV

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 6,600  
(Households (000) & %) { 8.1  
SHARE OF AUDIENCE % 17  
AVG. AUD. BY ¼ HR. % 8.1

TOTAL AUDIENCE { 2,360  
(Households (000) & %) { 2.9

## NBC TV

NBC LATE NIGHT MOVIE  
THE GANGSTER CHRONICLES, PART 5(R)  
(11:30-1:03AM)  
(SUSTAINING 1:03-1:30AM)

AVERAGE AUDIENCE { 1,630  
(Households (000) & %) { 2.0 2.2\* 2.2\* 1.7\*  
SHARE OF AUDIENCE % 8 7\* 9\* 8\*  
AVG. AUD. BY ¼ HR. % 2.1 2.3 2.2 2.2 1.8 1.6 1.6

TV HOUSEHOLDS USING TV	WK 1	WK 2	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
(See Def. 1)	11.2	4.0	41.7	36.0	30.8	26.8	24.1	21.9	19.1	16.9	14.9	13.2	11.1	9.5	7.9	6.1	4.5	3.6	2.9	2.5	2.4	2.6	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5

U.S. TV Households 81,500,000

For explanation of symbols See page A

EVE. SUN. FEB. 7, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 25 29, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,870 7.2				{ 5,710 7.0				{ 3,910 4.8				{ 5,130 6.3			
	ABC TV	← GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA 830 (CO-OP) (PARTICIPATING)				(SUS-OP)				(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,480 5.5				{ 4,650 5.7				{ 3,420 4.2				{ 4,400 5.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 28 5.4				{ 27 5.5				{ 19 3.9				{ 24 5.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,730 5.8				{ 3,910 4.8				{ 5,130 6.3				{ 3,910 4.8			
	CBS TV	← MORNING-KURALT & SAWYER				← MORNING-KURALT & SAWYER				ONE DAY AT A TIME-M-F (SUS-OP)				ALICE M-F (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,790 2.2				{ 3,420 4.2				{ 4,400 5.4				{ 3,420 4.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 1.6				{ 11 1.9				{ 19 3.9				{ 24 5.0			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8				{ 5,710 7.0				{ 2,850 3.5				{ 3,990 4.9			
	NBC TV	← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				REGIS. PHILBIN SHOW (SUS-OP)				BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,480 5.5				{ 4,810 5.9				{ 2,280 2.8				{ 3,340 4.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 28 5.4				{ 27 5.5				{ 13 2.3				{ 18 2.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,280 7.7				{ 6,030 7.4				{ 4,080 5.0				{ 4,890 6.0			
	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9				{ 5,050 6.2				{ 4,080 5.0				{ 4,890 6.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 5.8				{ 28 6.0				{ 28 6.3				{ 28 6.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,220 6.4				{ 4,080 5.0				{ 4,890 6.0				{ 4,080 5.0			
	CBS TV	← MORNING-KURALT & SAWYER				← MORNING-KURALT & SAWYER				ONE DAY AT A TIME-M-F				ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,040 2.5				{ 3,340 4.1				{ 4,240 5.2				{ 3,340 4.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 1.6				{ 18 3.8				{ 23 5.1				{ 23 5.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,480 5.5				{ 5,050 6.2				{ 2,530 3.1				{ 3,670 4.5			
	NBC TV	← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				REGIS. PHILBIN SHOW				BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.3				{ 4,160 5.1				{ 2,040 2.5				{ 3,180 3.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 4.5				{ 23 5.1				{ 11 2.5				{ 17 3.7			
TV HOUSEHOLDS USING TV WK. 1		10.8	15.5	16.2	17.5	19.2	21.0	21.3	21.4	21.2	21.7	21.4	21.7	21.1	21.7	22.0	23.2
(See Def. 1) WK. 2		10.1	12.8	15.2	16.7	18.7	20.5	21.4	21.4	21.4	22.0	22.1	22.5	22.1	22.4	22.7	23.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY MON.-FRI. FEB. 1-5, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 25-29, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.4		{ 6,520 8.0		{ 6,760 8.3		{ 9,370 11.5		{ 9,370 11.5		{ 9,370 11.5		{ 9,370 11.5		{ 9,370 11.5	
	ABC TV	LOVE BOAT DAYTIME >(SUS-OP)		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE >(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,050 6.2		{ 5,540 6.8		{ 5,710 7.0		{ 7,340 9.0		{ 7,340 9.0		{ 7,340 9.0		{ 7,340 9.0		{ 7,340 9.0	
	SHARE OF AUDIENCE %	25		24 *		28 *		29		28 *		31 *		30		29 *	
WEEK 2	AVG. AUD. BY ¼ HR.	5.5		6.1		6.4		6.6		7.0		6.9		7.2		8.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 6,930 8.5		{ 7,990 9.8		{ 8,990 10.3		{ 8,720 10.7		{ 7,010 8.6		{ 7,010 8.6		{ 7,010 8.6		{ 7,010 8.6	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)		SEARCH FOR TOMORROW >(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7	
WEEK 3	SHARE OF AUDIENCE %	30		35		28		28 *		27 *		29 *		25		25	
	AVG. AUD. BY ¼ HR.	6.8		7.6		8.7		9.0		7.6		7.7		7.9		8.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8		{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)					
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
	SHARE OF AUDIENCE %	25		21		12		12		18		18 *		15		16 *	
	AVG. AUD. BY ¼ HR.	5.9		5.9		5.1		5.2		3.4		3.6		3.6		3.4	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2		{ 6,190 7.6		{ 8,760 8.3		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1	
WEEK 5	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 5,380 6.6		{ 5,950 7.3		{ 7,580 9.3		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2	
	SHARE OF AUDIENCE %	27		26 *		28 *		29		28 *		30		29 *		31 *	
	AVG. AUD. BY ¼ HR.	6.0		6.5		7.0		7.4		6.5		6.7		7.1		7.5	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7,740 9.5		{ 8,310 10.2		{ 8,230 10.1		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)		SEARCH FOR TOMORROW >(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7	
	SHARE OF AUDIENCE %	30		35		28		28 *		27 *		29 *		25		25	
WEEK 7	AVG. AUD. BY ¼ HR.	6.8		7.6		8.7		9.0		7.6		7.7		7.9		8.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8		{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
WEEK 8	SHARE OF AUDIENCE %	25		21		12		12		18		18 *		15		16 *	
	AVG. AUD. BY ¼ HR.	5.9		5.9		5.1		5.2		3.4		3.6		3.6		3.4	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2		{ 6,190 7.6		{ 8,760 8.3		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
WEEK 9	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 5,380 6.6		{ 5,950 7.3		{ 7,580 9.3		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2	
	SHARE OF AUDIENCE %	27		26 *		28 *		29		28 *		30		29 *		31 *	
	AVG. AUD. BY ¼ HR.	6.0		6.5		7.0		7.4		6.5		6.7		7.1		7.5	
	TOTAL AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7,740 9.5		{ 8,310 10.2		{ 8,230 10.1		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0	
WEEK 10	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)		SEARCH FOR TOMORROW >(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7	
	SHARE OF AUDIENCE %	30		35		28		28 *		27 *		29 *		25		25	
	AVG. AUD. BY ¼ HR.	6.8		7.6		8.7		9.0		7.6		7.7		7.9		8.2	
WEEK 11	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8		{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
	SHARE OF AUDIENCE %	25		21		12		12		18		18 *		15		16 *	
WEEK 12	AVG. AUD. BY ¼ HR.	5.9		5.9		5.1		5.2		3.4		3.6		3.6		3.4	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2		{ 6,190 7.6		{ 8,760 8.3		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 5,380 6.6		{ 5,950 7.3		{ 7,580 9.3		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2	
WEEK 13	SHARE OF AUDIENCE %	27		26 *		28 *		29		28 *		30		29 *		31 *	
	AVG. AUD. BY ¼ HR.	6.0		6.5		7.0		7.4		6.5		6.7		7.1		7.5	
	TOTAL AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7,740 9.5		{ 8,310 10.2		{ 8,230 10.1		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)		SEARCH FOR TOMORROW >(SUS-OP)							
WEEK 14	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7	
	SHARE OF AUDIENCE %	30		35		28		28 *		27 *		29 *		25		25	
	AVG. AUD. BY ¼ HR.	6.8		7.6		8.7		9.0		7.6		7.7		7.9		8.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8		{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
WEEK 15	NBC TV	WHEEL OF FORTUNE		BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
	SHARE OF AUDIENCE %	25		21		12		12		18		18 *		15		16 *	
	AVG. AUD. BY ¼ HR.	5.9		5.9		5.1		5.2		3.4		3.6		3.6		3.4	
WEEK 16	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2		{ 6,190 7.6		{ 8,760 8.3		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 5,380 6.6		{ 5,950 7.3		{ 7,580 9.3		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2	
	SHARE OF AUDIENCE %	27		26 *		28 *		29		28 *		30		29 *		31 *	
WEEK 17	AVG. AUD. BY ¼ HR.	6.0		6.5		7.0		7.4		6.5		6.7		7.1		7.5	
	TOTAL AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7,740 9.5		{ 8,310 10.2		{ 8,230 10.1		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)		SEARCH FOR TOMORROW >(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7	
WEEK 18	SHARE OF AUDIENCE %	30		35		28		28 *		27 *		29 *		25		25	
	AVG. AUD. BY ¼ HR.	6.8		7.6		8.7		9.0		7.6		7.7		7.9		8.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8		{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)					
WEEK 19	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
	SHARE OF AUDIENCE %	25		21		12		12		18		18 *		15		16 *	
	AVG. AUD. BY ¼ HR.	5.9		5.9		5.1		5.2		3.4		3.6		3.6		3.4	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2		{ 6,190 7.6		{ 8,760 8.3		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1	
WEEK 20	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7		{ 5,380 6.6		{ 5,950 7.3		{ 7,580 9.3		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2		{ 7,500 9.2	
	SHARE OF AUDIENCE %	27		26 *		28 *		29		28 *		30		29 *		31 *	
	AVG. AUD. BY ¼ HR.	6.0		6.5		7.0		7.4		6.5		6.7		7.1		7.5	
WEEK 21	TOTAL AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7,740 9.5		{ 8,310 10.2		{ 8,230 10.1		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0		{ 6,520 8.0	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)		SEARCH FOR TOMORROW >(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7		{ 6,280 7.7	
	SHARE OF AUDIENCE %	30		35		28		28 *		27 *		29 *		25		25	
WEEK 22	AVG. AUD. BY ¼ HR.	6.8		7.6		8.7		9.0		7.6		7.7		7.9		8.2	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8		{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1		{ 4,970 6.1	
	NBC TV	WHEEL OF FORTUNE		BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7		{ 3,830 4.7		{ 3,830 4.7	
WEEK 23																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON - FRI JAN 25-29, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 11,250 13.8		GENERAL HOSPITAL (SUS-OP)		{ 4,970 6.1		EDGE OF NIGHT		{ 11,980 14.7		ABC WORLD NEWS TONIGHT					
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,800 10.8		10.3*		11.3*		4,320 5.3		10,600 13.0							
	SHARE OF AUDIENCE %		{ 33		32 *		33 *		15		21							
	AVG. AUD. BY ¼ HR.		{ 10.0		10.6		11.3		5.4		5.2		12.8 13.3					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,970 11.0		GUIDING LIGHT (OP)		{ 2,530 3.1		TATTLTALES		13,280 16.3		CBS EVENING NEWS- RATHER					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,340 9.0		8.9*		9.1*		2,120 2.6		11,740 14.4							
	SHARE OF AUDIENCE %		{ 27		28 *		27 *		7		24							
	AVG. AUD. BY ¼ HR.		{ 8.9		9.0		9.2		9.1		2.6		2.6 14.3					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 4,480 5.5		TEXAS		{ 12,630 15.5		NBC NIGHTLY NEWS									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,340 4.1		3.8*		4.3*				11,330 13.9							
	SHARE OF AUDIENCE %		{ 12		12 *		13 *				23							
	AVG. AUD. BY ¼ HR.		{ 3.8		3.9		4.2		4.5		13.6		14.3					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 11,900 14.6		GENERAL HOSPITAL (SUS-OP)		{ 4,890 6.0		EDGE OF NIGHT		12,140 14.9		ABC WORLD NEWS TONIGHT					
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,540 11.7		11.3*		12.2*		4,400 5.4		10,600 13.0							
	SHARE OF AUDIENCE %		{ 35		35 *		35 *		15		21							
	AVG. AUD. BY ¼ HR.		{ 11.0		11.6		12.1		12.3		5.5		5.3 12.8 13.2					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 8,560 10.5		GUIDING LIGHT (OP)		{ 3,020 3.7		TATTLTALES (S)(OP)		13,940 17.1		CBS EVENING NEWS- RATHER					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,930 8.5		8.3*		8.7*		2,610 3.2		12,550 15.4							
	SHARE OF AUDIENCE %		{ 25		26 *		25 *		9		25							
	AVG. AUD. BY ¼ HR.		{ 8.1		8.5		8.7		8.8		3.1		3.3 15.3 15.5					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 12,630 15.5		TEXAS		{ 11,410 14.0				11,410 14.0							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 4.1		3.8*		4.5*				11,410 14.0							
	SHARE OF AUDIENCE %		{ 12		12 *		13 *				23							
	AVG. AUD. BY ¼ HR.		{ 3.8		3.9		4.2		4.6		13.6		14.3					
TV HOUSEHOLDS USING TV (See Def. 1)																		
WK. 1																		
WK. 2																		

U.S. TV Households 81,500,000

For explanation of symbols, See page A

DAY MON.-FRI. FEB. 1-5, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 30, 1982

TIME	7.00	7.15	7.30	7.45	8.00	8.15	8.30	8.45	9.00	9.15	9.30	9.45	10.00	10.15	10.30	10.45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		4,160 5.1		4,890 6.0		4,890 6.0		7,580 9.3		7,580 9.3		7,990 9.8	
ABC TV		{		SUPERFRIENDS (OP)		THUNDERBOLT & MAGNUS (OP)		FONZ AND HAPPY DAYS GANG (OP)		LAVERNE AND CHIRLEY (OP)		RICHIE RICH SCOOBY DOO-1 (OP)		RICHIE RICH SCOOBY DOO-2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)		{		3,260 4.0		3,990 4.9		4,080 5.0		6,600 8.1		6,520 8.0		6,760 8.3	
SHARE OF AUDIENCE %		{		28		23		21		32		31		31	
AVG. AUD. BY ¼ HR. %		{		3.6		4.5		4.7		5.3		7.6		8.6	
TOTAL AUDIENCE (Households (000) & %)		{		2,970 3.6		3,750 4.6		4,610 5.7		5,460 6.7		7,010 8.6		6,930 8.5	
CBS TV		{		POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L RANGER/ ZORRO HR1 (OP)		TARZAN/L RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	
AVERAGE AUDIENCE (Households (000) & %)		{		2,040 2.5		3,100 3.8		3,830 4.7		4,480 5.5		5,790 7.1		5,950 7.3	
SHARE OF AUDIENCE %		{		17		19		20		21		25		26	
AVG. AUD. BY ¼ HR. %		{		2.1		3.0		3.8		5.0		5.5		7.3	
TOTAL AUDIENCE (Households (000) & %)		{		3,260 4.0		6,680 8.2		8,800 10.8		6,520 8.0		6,360 7.8		6,030 7.4	
NBC TV		{		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
AVERAGE AUDIENCE (Households (000) & %)		{		2,850 3.5		5,620 6.9		7,910 9.7		5,620 6.9		5,380 6.6		4,970 6.1	
SHARE OF AUDIENCE %		{		25		36		42		27		25		22	
AVG. AUD. BY ¼ HR. %		{		3.0		3.9		6.2		7.5		6.8		5.9	
TOTAL AUDIENCE (Households (000) & %)		{		4,160 5.1		4,160 5.1		4,890 6.0		8,190 10.0		8,930 11.0		7,170 8.8	
ABC TV		{		SUPERFRIENDS (OP)		THUNDERBOLT THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY (OP)		RICHIE RICH/ SCOOBY DOO-1 (OP)		RICHIE RICH/ SCOOBY DOO-2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)		{		3,260 4.0		3,420 4.2		3,750 4.6		5,130 6.3		5,710 7.0		6,110 7.5	
SHARE OF AUDIENCE %		{		31		21		19		25		27		27	
AVG. AUD. BY ¼ HR. %		{		3.4		4.6		4.3		5.2		6.3		6.3	
TOTAL AUDIENCE (Households (000) & %)		{		2,770 3.4		3,260 4.0		4,890 6.0		6,760 8.3		7,420 9.1		8,390 10.3	
CBS TV		{		POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L RANGER/ ZORRO HR1 (OP)		TARZAN/L RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	
AVERAGE AUDIENCE (Households (000) & %)		{		1,980 2.4		2,690 3.3		3,910 4.8		5,620 6.9		6,360 7.8		7,170 8.8	
SHARE OF AUDIENCE %		{		17		18		21		27		29		31	
AVG. AUD. BY ¼ HR. %		{		1.8		3.0		3.1		3.6		6.6		7.2	
TOTAL AUDIENCE (Households (000) & %)		{		2,530 3.1		5,710 7.0		8,150 10.0		6,280 7.7		5,870 7.2		5,050 6.2	
NBC TV		{		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
AVERAGE AUDIENCE (Households (000) & %)		{		2,120 2.6		4,890 6.0		7,170 8.8		5,130 6.3		4,810 5.9		4,400 5.4	
SHARE OF AUDIENCE %		{		20		33		38		25		22		19	
AVG. AUD. BY ¼ HR. %		{		2.0		3.1		5.3		6.7		6.4		6.1	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK 1 13.5		WK 2 12.9		WK 1 18.9		WK 2 17.5		WK 1 22.7		WK 2 22.0	
U.S. TV Households		{		81,500,000											

For explanation of symbols, See page A

DAY SAT. FEB. 6, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 30, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	7,660 9.4	7,500 9.2	5,480 6.7	6,600 8.1																						
	ABC TV			GOLDIE GOLD/ ACTION JACK (OP)	THUNDARR THE BARBARIAN (OP)	(1)	AMERICAN BANDSTAND '82																						
	AVERAGE AUDIENCE (Households (000) & %)		{	6,600 8.1	5,870 7.2	4,560 5.6	3,990 4.7	1.5*	5.1*																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	29 8.1	25 7.3	20 5.2	16 4.7	18*	17*	4.9	5.4																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	8,720 10.7	7,090 8.7	5,540 6.8	6,030 7.4	6,110 7.5	4,480 5.5																				
	CBS TV			BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)	TROLLKINS (OP)	TOM AND JERRY COMEDY SHOW (OP)	KWICKY KOALA SHOW (OP)	30 MINUTES																				
	AVERAGE AUDIENCE (Households (000) & %)		{	7,010 8.6	5,870 7.2	4,400 5.4	4,970 6.1	4,970 6.1	3,670 4.5																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	31 8.3	25 7.5	19 5.6	21 6.0	20 6.1	14 4.4	4.6																			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,320 5.3	5,300 6.5	5,790 7.1	3,830 4.7	4,510 12.9																					
	NBC TV			SPACE STARS I	SPACE STARS II (OP)	DAFFY/SPEEDY SHOW (OP)	BULLWINKLE	NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST																					
	AVERAGE AUDIENCE (Households (000) & %)		{	3,420 4.2	4,320 5.3	4,560 5.6	3,020 3.7	4,730 5.8	4.8*	5.6*	5.7*	6.7*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	15 4.2	18 5.0	20 5.6	13 3.7	17 5.8	15*	18*	17*	19*																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	7,580 9.3	7,820 9.6	6,190 7.6	7,500 9.2																						
	ABC TV			FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND '82																						
	AVERAGE AUDIENCE (Households (000) & %)		{	6,440 7.9	6,520 8.0	5,300 6.5	4,730 5.8	6.1*	5.4*																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	26 7.5	26 8.0	20 6.3	17 5.3	18*	16*	5.2																			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	9,370 11.5	7,420 9.1	5,710 7.0	7,420 9.1	6,930 8.5	5,460 6.7																				
	CBS TV			BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)	TROLLKINS (OP)	TOM AND JERRY COMEDY SHOW (OP)	KWICKY KOALA SHOW (OP)	30 MINUTES																				
	AVERAGE AUDIENCE (Households (000) & %)		{	7,910 9.7	6,030 7.4	4,810 5.9	6,190 7.6	5,950 7.3	4,320 5.3																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	31 9.3	23 9.6	18 7.6	23 6.0	21 7.6	15 5.2	5.3																			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	4,810 5.9	4,970 6.1	6,440 7.9	3,750 4.6	9,210 11.3																					
	NBC TV			SPACE STARS I	SPACE STARS II (OP)	DAFFY/SPEEDY SHOW (OP)	BULLWINKLE	NCAA BASKETBALL REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST																					
	AVERAGE AUDIENCE (Households (000) & %)		{	3,670 4.5	3,990 4.9	4,970 6.1	2,930 3.6	4,240 5.2	4.4*	4.8*	5.1*	6.1*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	15 4.5	15 4.9	18 5.7	11 3.6	14 4.5	13*	14*	14*	16*																	
TV HOUSEHOLDS USING TV													WK 1	WK 2	28.1	29.0	29.6	28.2	28.8	28.5	29.6	30.0	30.7	30.6	31.6	32.7	33.7	34.6	35.2
(See Def. 1)													WK 1	WK 2	28.1	31.5	32.0	33.2	33.7	33.2	33.9	34.2	34.9	33.8	34.6	34.8	36.1	37.5	37.9

U.S. TV Households 81,500,000

(1) ABC WEEKEND SPECIALS, THE ROTATING JUMPING FROG OF CALAVERAS COUNTY, ABC, (12:00-12:30PM)

For explanation of symbols, See page A

DAY SAT. FEB. 6, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

11,490  
14.1

17,600  
21.6

PRO BOWLERS TOUR

ABC WIDE WORLD-SPORTS SAT

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,850

9,450

8.4

6.9\*

9.1\*

11.1

10.6\*

11.5\*

12.7\*

21

18 \*

23 \*

23 \*

24 \*

24 \*

6.4

7.4

8.9

9.3

9.2

9.1

11.1

11.9

11.2

12.5

12.8

TOTAL AUDIENCE  
(Households (000) & %)

16,220  
19.9

10,920  
13.4

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,150

8,800

10.0

8.4\*

11.6\*

10.2\*

22

20 \*

26 \*

22 \*

7.8

9.0

11.4

11.7

10.2

10.2

10.4

11.2

TOTAL AUDIENCE  
(Households (000) & %)

12,800  
15.7

5,540  
6.8

9,370  
11.5  
NBC NIGHTLY NEWS-SAT.

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %  
TOTAL AUDIENCE  
(Households (000) & %)

6,190

7.6

6.4\*

7.4\*

7.8\*

8.2\*

3,750

4.6

4.7\*

8,150

10.0

18

10.2

11.8

20

18 \*

20 \*

20 \*

20 \*

10

4.4

4.4

4.9

6.1

6.6

7.2

7.2

7.2

7.2

8.8

7.7

8.1

4.4

4.4

4.9

11,250

13.8

19,800

24.3

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,930

8.5

7.6\*

8.2\*

9.6\*

9.210

11.3

9.9\*

11.4\*

12.1\*

11.7\*

21

19 \*

21 \*

23 \*

24

23 \*

26 \*

25 \*

22 \*

7.3

8.0

8.1

8.3

9.5

9.8

10.0

9.9

11.0

11.8

11.8

12.4

11.7

11.7

TOTAL AUDIENCE  
(Households (000) & %)

8,800  
10.8

8,970  
11.0

9,050  
11.1

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,360

5.6

5.7\*

5.7\*

5.5\*

4,400

5.4

4.8\*

5.1\*

6.3\*

7,740

14

15 \*

14 \*

13 \*

12

12 \*

12 \*

12 \*

13 \*

5.6

5.8

5.7

5.6

5.8

5.3

4.9

4.8

4.9

5.3

6.1

6.5

9.3

9.8

TOTAL AUDIENCE  
(Households (000) & %)

12,000  
14.8

9,780  
12.0

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,440

7.9

7.3\*

7.8\*

7.6\*

8.5\*

8,390

20

19 \*

21 \*

19 \*

21 \*

10.3

7.1

7.6

8.2

7.4

7.3

8.0

8.5

8.5

7.2

19

10.0

10.5

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

35.7	37.0	37.7	38.4	39.2	40.4	42.3	43.5	46.0	47.1	47.9	48.8	52.7	54.9	55.9	56.8
18.6	40.0	39.7	39.2	40.5	41.6	41.9	43.0	43.7	45.2	47.8	50.2	53.6	55.0	55.7	56.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. FEB. 6, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 31, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																2,200 2.7	3,020 3.7
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-10:58AM) (+OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{																1,870 2.3	2,530 3.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																8 2.3	11 2.5
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{									6,760 8.3								
	CBS TV								MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)	DRAK PACK (SUS) (SUS-OP)	SUNDAY MORNING						FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)	{									3,590 4.4							5.1* 20 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									20 3.5	3.6* 19 *						20* 5.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{									6,110 7.5								
	CBS TV								MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)	DRAK PACK (SUS) (SUS-OP)	SUNDAY MORNING						FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)	{									3,420 4.2							4.9* 22 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									21 3.0	3.3* 19 *						21* 4.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	
TV HOUSEHOLDS USING TV		WK 1	WK 2	6.1	7.1	8.2	9.8	12.1	14.3	16.4	18.3	20.5	22.9	25.4	26.2	27.1	27.5	27.6	
(See Def. 1)				5.8	7.0	9.1	11.0	12.6	14.3	17.4	19.4	20.7	21.8	22.0	23.4	23.6	24.0		
U.S. TV Households: 81,500,000																			

TV HOUSEHOLDS USING TV	WK 1	WK 2	6.1	7.1	8.2	9.8	12.1	14.3	16.4	18.3	20.5	22.9	25.4	26.2	27.1	27.5	27.6
(See Def. 1)			5.8	7.0	9.1	11.0	12.6	14.3	17.4	19.4	20.7	21.8	22.0	23.4	23.6	24.0	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. FEB. 7, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.31, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR

5,620  
6.9

KIDS ARE PEOPLE  
TOO !!  
(10:58-11:30AM)  
(OP)

THIS WEEK-DAVID BRINKLEY

DIRECTIONS  
(SUS)

9,800  
12.1

SUPERSTARS  
(9:00-9:30PM)

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR

3,340  
4.1

FACE THE NATION

15,160  
18.6

NBA ALLSTAR GAME  
(1:00-3:30PM)

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR

4,890  
6.0

MEET THE PRESS

8,070  
9.9

SPORTSWORLD

11,170  
13.7

NCAA BASKETBALL GAME-SUN  
ST. JOHNS VS GEORGETOWN  
MADE FOREST VS ARKANSAS  
(2:00-4:04PM)

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR

3,100  
3.8

KIDS ARE PEOPLE  
TOO !!  
(11:08-11:30AM)  
(OP)

THIS WEEK-DAVID BRINKLEY

DIRECTIONS  
(SUS)

4,080  
5.0

SPORTSBEAT

8,970  
11.0

SUPERSTARS  
(2:30-3:30PM)

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR

2,530  
3.1

FACE THE NATION

12,630  
15.5

NBA ON CBS  
5 BOSTON

8,720  
10.7

NBA NCAA  
BASKETBALL-SUN  
Duke vs. Louisville  
(2:30-4:30PM)

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR

4,480  
5.5

MEET THE PRESS

10,430  
12.8

NCAA BASKETBALL  
GAME-SUN  
NOTRE DAME VS UCLA  
(2:30-4:30PM)

TV TO SEND TO US NO TV A-1  
(See Def 1) Wk 2

U.S. TV Households: 81,500,000

25.3	26.6	26.4	26.6	29.3	30.4	31.0	31.1	32.8	34.3	35.3	36.0	36.7	36.3	37.0
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

For explanation of symbols, See page A

DAY SUN. FEB.7, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 31, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	11,820 14.5				32,030 39.3											
	USA VS-WRLD-OLYMPIC SPRTS																	
	PRO BOWL FOOTBALL GAME NFL VS AFL (4:00-7:27PM)																	
	ABC TV																	
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{	8,150 10.0	9.1*		10.8*	15,240 18.7	16.0*		18.0*		19.2*		18.7*		19.6*	10.0*	
	SHARE OF AUDIENCE (%)	{	21	20*		22*	35	35*		39*		39*		36*		35*	10.0*	
	AVG. AUD. BY 1/4 HR.	{	9.0	9.2	10.3	11.3	15.2	16.7	17.3	18.7	19.5	19.0	18.6	18.7	19.5	19.7	19.9	10.1
	TOTAL AUDIENCE (Households (000) & %)	{	9,780 12.0									4,730 5.8					12,140 14.9	
WEEK 3	NBA ALLSTAR GAME (1:00-3:30PM) (+OP)																	
	CBS NCAA BASKETBALL-SUN SOUTH ALABAMA VS WEST VIRGINIA VIRGINIA TECH VS CINCINNATI (3:38-5:40PM) (+OP) (+OP)																	
	CBS NCAA BSKBL SUN POST (5:40-6:00PM) (+OP)																	
	CBS TV																	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{		9.3*	5.1	5.6*		5.7*		4.6*		4.7*	5.0				10,190 12.5	
	SHARE OF AUDIENCE (%)	{		21*	11	12*		12*		10*		10*	10				20	
	AVG. AUD. BY 1/4 HR.	{	9.2	9.4	6.3	5.3	5.8	5.6	4.9	4.4	4.6	4.7	4.4	5.2			11.9	13.2
	TOTAL AUDIENCE (Households (000) & %)	{					9,450 11.6										9,370 11.5	
WEEK 5	NCAA BASKETBALL GAME SUN ST. JOHNS VS GEORGETOWN MAINE FOREST VS ARKANSAS (2:00-4:04PM) (+OP)																	
	SAN DIEGO OPEN-SUN (4:04-6:07PM) (+OP)																	
	NBC NIGHTLY NEWS-SUN																	
	NBC TV																	
WEEK 6	AVERAGE AUDIENCE (Households (000) & %)	{		5.8*		6.4*	4,400 5.4	4.6*		4.4*		5.2*		6.7*			7,660 9.4	
	SHARE OF AUDIENCE (%)	{		13*		14*	11	10*		9*		11*		13*			15	
	AVG. AUD. BY 1/4 HR.	{		6.0		6.7	4.9	4.4		4.4		5.4		7.2		7.4	8.8	10.0
	TOTAL AUDIENCE (Households (000) & %)	{			10,350 12.7			14,910 18.3									8,720 10.7	
WEEK 7	SUPERSTARS (2:30-3:30PM)																	
	USA VS-WRLD-OLYMPIC SPRTS																	
	ABC WIDE WORLD-SPORT SUN																	
	ABC TV																	
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{		8.6*	6,520 8.0	7.5*		8.6*	8,880 10.9	10.0*		10.8*		11.8*			7,660 9.4	
	SHARE OF AUDIENCE (%)	{		23*	20	19*		21*	24	23*		24*		25*			27	
	AVG. AUD. BY 1/4 HR.	{	8.5	8.8	7.3	7.7	8.3	8.8	10.1	9.9	10.0	11.5	12.0	11.5			8.8	10.0
	TOTAL AUDIENCE (Households (000) & %)	{							11,740 14.4								6,600 8.1	
WEEK 9	CBS NCAA BASKETBALL-SUN ST. JOHNS VS LOUISVILLE (2:30-4:30PM)																	
	BING CROSBY-PRO AM SUN																	
	CBS EVENING NEWS-DEAN (8)																	
	CBS TV																	
WEEK 10	AVERAGE AUDIENCE (Households (000) & %)	{		4.9*		5.0*		5.3*	5,710 7.0	5.4*		6.6*		7.5*			5,710 7.0	
	SHARE OF AUDIENCE (%)	{		13*		13*		13*	15	13*		15*		16*			17*	
	AVG. AUD. BY 1/4 HR.	{	4.9	5.0	5.1	5.0	5.1	5.5	5.2	5.6	6.3	6.9	7.2	7.8	9.7	8.2	6.4	7.6
	TOTAL AUDIENCE (Households (000) & %)	{							13,370 16.4								9,780 12.0	
WEEK 11	NCAA BASKETBALL GAME-SUN NOTRE DAME VS JULLA (2:30-4:30PM)																	
	SPORTSWORLD																	
	NBC NIGHTLY NEWS-SUN																	
	NBC TV																	
WEEK 12	AVERAGE AUDIENCE (Households (000) & %)	{		4.7*		5.9*		6.5*	6,360 7.8	7.6*		7.7*		8.1*			8,150 10.0	
	SHARE OF AUDIENCE (%)	{		13*		15*		16*	18	18*		18*		17*			18	
	AVG. AUD. BY 1/4 HR.	{	4.8	4.6	5.9	5.8	6.4	6.6	7.0	8.2	8.7	6.8	7.5	8.6			9.7	10.3
	TOTAL AUDIENCE (Households (000) & %)	{																
TV HOUSEHOLDS USING TV		WK 1	4.0	4.8	45.9	46.3	47.9	48.4	48.4	49.0	50.1	51.3	52.8	55.1	59.0	60.4	61.5	63.5
(See Def. 1)		WK 2	4.0	4.9	39.3	39.8	40.6	42.5	43.2	45.0	45.6	47.3	49.1	50.4	53.3	55.6	56.7	58.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. FEB. 7, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.56- 9.57PM	9.45														
	2	9.53- 9.54PM	9.45														
EVENING TUESDAY																	
CBS CBS DEMOCRATIC REPLY(SUS)	1	9.53-10.22PM	9.45														
CBS STATE OF UNION-SUMMARY(SUS)	1	9.49- 9.53PM	9.45														
NBC DEMOCRATIC VIEW-NBC(SUS)	1	10.07-10.35PM	10.00														
NBC DEMOCRAT. VIEW COMMENTARY(S)	1	10.35-10.42PM	10.30	10,430	12.8	9,050	11.1	19	11.1								
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)		9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.59-10.00PM	9.45														
	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	12,310	15.1	12,310	15.1	25	15.1	10,020	12.3	10,020	12.3	19	12.3		
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,360	21.3	17,360	21.3	35	21.3	13,610	16.7	13,610	16.7	27	16.7		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,920	13.4	10,920	13.4	22	13.4	14,340	17.6	14,340	17.6	27	17.6		
EVENING MONDAY-SATURDAY																	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,650	14.3	11,650	14.3	24	14.3	9,370	11.5	9,370	11.5	18	11.5		
NBC NBC NEWS UPDATE-2-SAT.		9.58- 9.59PM	9.45	9,450	11.6	9,450	11.6	19	11.6	10,430	12.8	10,430	12.8	21	12.8		
EVENING SUNDAY																	
ABC PRO BOWL FOOTBALL GAME(S)	1	4.00- 7.27PM	7.15	32,030	39.3	15,240	18.7	35	18.9								
			7.15				19.6*	31*									
ABC ABC SPORTS UPDATE-SUN	2	7.32- 7.33PM	7.30							10,350	12.7	10,350	12.7	19	12.7		
	1	8.29- 8.30PM	8.15	14,830	18.2	14,830	18.2	26	18.2								
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.00PM	9.45	16,060	19.7	16,060	19.7	28	19.7								
	2	9.58- 9.59PM	9.45							16,710	20.5	16,710	20.5	30	20.5		
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,540	20.3	16,540	20.3	29	20.3	15,650	19.2	15,650	19.2	27	19.2		
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	12,550	15.4	12,550	15.4	22	15.4								
	2	9.13- 9.14PM	9.00							8,800	10.8	8,800	10.8	15	10.8		
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.50- 9.51PM	9.45														
	1	10.04-10.05PM	10.00														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.45	15,000	18.4	15,000	18.4	28	20.3	14,430	17.7	14,430	17.7	27	17.9	M-F	
	2	>	9.45						18.7						17.0	MON.	
			10.00						14.4								
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	7,010	8.6	5,710	7.0	20	7.9	6,600	8.1	5,460	6.7	19	7.7	M-F	
			11.45						6.2						5.7	M-F	
ABC ABC MOVIE OF THE WEEK		12.00 1.11AM	12.00	2,690	3.3	1,710	2.1	10	2.2	4,810	5.9	2,690	3.3	15	3.5	MON.	
			12.15				2.0*	7*	1.8				3.3*	13*	3.1	MON.	
			12.30						2.2						3.2	MON.	
			12.45						2.2						3.2	MON.	
CONT'D																	

A-39

U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			1.00						2.1	MON.							3.1	MON.	
ABC ABC MOVIE OF THE WEEK-CONT'D			12.00	5,540	6.8	3,990	4.9	20	6.0	THU.									
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.41AM	12.15				5.4*	20*	4.9	THU.									
			12.30						3.3	THU.									
ABC FANTASY ISLAND-12.00	1	12.00- 1.09AM	12.00	3,910	4.8	2,360	2.9	13	3.0	TUE.		4,080	5.0	2,770	3.4	16	3.4	TUE.	
	2	12.00- 1.08AM	12.00																
			12.15				3.1*	12*	3.1	TUE.						3.3*	13*	3.2	TUE.
			12.30						2.7	TUE.								3.7	TUE.
			12.45				2.8*	14*	2.9	TUE.						3.5*	18*	3.4	TUE.
			1.00						2.6	TUE.								3.0	TUE.
ABC FRIDAYS		12.00- 1.11AM	12.00	6,280	7.7	3,830	4.7	16	5.4	FRI.		4,890	6.0	2,770	3.4	13	3.9	FRI.	
			12.15				5.1*	15*	4.9	FRI.						3.7*	12*	3.6	FRI.
			12.30						4.8	FRI.								3.3	FRI.
			12.45				4.6*	17*	4.4	FRI.						3.3*	14*	3.3	FRI.
			1.00						3.9	FRI.								2.9	FRI.
ABC LOVE BOAT-12.00		12.00- 1.09AM	12.00	5,130	6.3	3,340	4.1	18	4.4	WED.		4,320	5.3	2,930	3.6	16	3.6	WED.	
			12.15				4.3*	16*	4.1	WED.						3.6*	14*	3.7	WED.
			12.30						4.2	WED.								3.6	WED.
			12.45				4.1*	20*	4.1	WED.						3.6*	19*	3.6	WED.
			1.00						3.4	WED.								3.3	WED.
ABC VEGA\$-12.00	2	12.00- 1.09AM	12.00									4,240	5.2	2,690	3.3	14	2.9	THU.	
	1	12.41- 1.50AM	12.15	1,960	2.4	1,390	1.7	12	1.8	THU.						3.0*	11*	3.0	THU.
			12.30						1.6	THU.								3.4	THU.
			12.45						1.5	THU.						3.5*	17*	3.6	THU.
			1.00						1.8	THU.								3.6	THU.
			1.15				1.6*	11*	1.8	THU.									
			1.30						1.9	THU.									
			1.45				1.8*	16*	1.8	THU.									
ABC ABC MOVIE OF THE WEEK-2	2	1.11- 1.31AM	1.00									2,360	2.9	2,280	2.8	18	3.0	MON.	
			1.15														2.8	MON.	
			1.30														2.7	MON.	
ABC ABC MOVIE-WEEK(SUS)	2	1.31- 2.12AM	(SUS)																
ABC FRIDAYS-PART 2	1	1.11- 2.12AM	1.00							MON.									
	1	1.11- 1.19AM	1.00	3,260	4.0	3,100	3.8	17	3.8	FRI.									
	2	1.11- 1.15AM	1.00									2,610	3.2	2,360	2.9	15	2.9	FRI.	
			1.15						3.8	FRI.									
	1	1.19- 1.30AM	(SUS)																
	2	1.15- 1.30AM	(SUS)																
ABC ABC SPEC RPT(SUS)	2	3.00- 3.39AM	3.00															MON.	
CBS NEWSBREAK-M-F	>	8.45		14,100	17.3	13,610	16.7	25	17.1	M-F		14,020	17.2	13,040	16.0	24	17.0	M-F	
CBS CBS NEWS SPEC. RPT-11.30P(S)	1	11.30-12.00MD	11.30	6,930	8.5	5,710	7.0	20	7.6	THU.									
			11.45						6.5	THU.									
CBS LATE MOVIE I	>	11.30		7,740	9.5	5,300	6.5	23	7.2	M-F		8,390	10.3	5,620	6.9	23	7.4	M-F	
			11.45				7.2*	20*	7.3	MTUWF						7.3*	20*	7.2	M-F
			12.00						6.6	M-F								7.2	M-F
			12.15				6.5*	23*	6.3	M-F						6.9*	25*	6.6	M-F

CONT'D

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE I-CONT'D			12.30						5.8	M-F						6.2	M-F
			12.45				4.6*	24*	4.8	M-F				5.2*	26*	5.1	M-F
			1.00						4.1	THU.							
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,400	5.4	3,670	4.5	26	5.4	M-F	4,560	5.6	3,750	4.6	26	5.1	M-F
			12.45						5.2	MTUWF				6.3*	27*	4.9	M-F
			1.00						4.7	M-F						4.5	M-F
			1.15				4.8*	28*	4.4	M-F				4.4*	27*	4.2	M-F
			1.30						2.6	THU.							
			1.45				2.5*	23*	2.4	THU.							
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	11,000	13.5	11,000	13.5	20	13.5	M-F	12,470	15.3	12,470	15.3	23	15.3	M-F
NBC NBC NEWS UPDATE-2-M-F		>	9.45	11,650	14.3	11,650	14.3	22	15.6	TU&TH	12,960	15.9	12,960	15.9	24	15.9	TU&TH
			10.00						13.0	TUE.							
NBC NBC NEWS SPEC.RPT-11.30P(S)	1	11.30-11.50PM	11.30	7,580	9.3	6,850	8.4	23	8.7	THU.							
			11.45						7.5	THU.							
NBC TONIGHT SHOW		>	11.30	9,290	11.4	5,870	7.2	23	8.5	M-F	9,620	11.8	6,110	7.5	24	9.0	M-F
			11.45				7.9*	22*	7.3	M-F				8.5*	24*	8.0	M-F
			12.00						7.3	M-F						7.2	M-F
			12.15				6.9*	25*	6.5	M-F				6.5*	24*	5.9	M-F
NBC DAVID LETTERMAN I	2	12.30- 1.00AM	12.30				5.7*	29*	5.9	THU.							
			12.45						5.1	THU.							
NBC SCTV COMEDY NETWORK	1	12.30- 1.58AM	12.30	5,790	7.1	2,850	3.5	15	5.2	FRI.	3,420	4.2	2,850	3.5	18	3.8	M-TH
	2	12.30- 1.56AM	12.30													3.2	M-TH
			12.45				4.5*	16*	3.8	FRI.	4,890	6.0	2,360	2.9	15	4.3	FRI.
			1.00						3.3	FRI.				3.7*	16*	3.1	FRI.
			1.15				3.3*	15*	3.2	FRI.						2.6	FRI.
			1.30						2.9	FRI.				2.6*	14*	2.6	FRI.
			1.45				2.7*	14*	2.5	FRI.				2.3*	14*	2.3	FRI.
NBC TOMORROW COAST TO COAST-1	1	>	12.30	2,930	3.6	2,450	3.0	16	3.4	M-TH							
			12.45						2.9	M-TH							
			1.00						2.6	THU.							
			1.15						2.2	THU.							
NBC DAVID LETTERMAN II	2	>	1.00								2,360	2.9	2,040	2.5	16	2.7	M-TH
			1.15													2.4	M-TH
NBC TOMORROW COAST TO COAST-2	1	>	1.00	1,960	2.4	1,390	1.7	13	2.2	M-TH							
			1.15				2.0*	13*	1.8	M-TH							
			1.30						1.6	M-TH							
			1.45				1.5*	13*	1.4	M-TH							
			2.00						1.3	THU.							
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC SPEC RPT-1(SUS)	1	6.30- 6.32AM	6.30							THU.							

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS SPEC RPT.(SUS)	1	10.00-10.29AM	10.00																
ABC ABC SPEC RPT-2(SUS)	1	10.54-11.00AM	10.45																
ABC ABC SPEC RPT-3(SUS)	1	11.30-11.43AM	11.30																
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45															M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,010	8.6	6,760	8.3	27	8.3	M-F	7,090	8.7	6,850	8.4	27	8.4	M-F		
ABC ABC SPEC RPT-4(SUS)	1	2.21- 2.34PM	2.15																
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45															M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45															M-F	
CBS SPRING SUNRISE SEMSTR-MWF(SUS)		6.00- 6.30AM	6.00															M-F	
CBS SPRING SUNRISE SEMSTR-TTH(SUS)		6.00- 6.30AM	6.00															M-F	
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	490	.6	410	.5	5	<<	M-F	410	.5		<<		<<	M-F		
			6.45						.6	M-F							<<	M-F	
CBS CBS NEWS SPEC. RPT-6.04AM(SUS)	1	6.40- 6.41AM	6.30																
CBS CBS NEWS SPEC. RPT-10.00A(SUS)	1	10.00-10.20AM	10.00																
CBS CBS NEWS SPEC. RPT-10.52A(SUS)	1	10.52-10.56AM	10.45																
CBS CBS NEWS SPEC. RPT-11.57A(SUS)	1	11.57-12.03PM	11.45																
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,360	7.8	6,110	7.5	29	7.5	MTUWF	6,110	7.5	5,870	7.2	28	7.2	M-F		
CBS CBS NEWS SPEC. RPT-2.25PM(SUS)	1	2.25- 2.32PM	2.15																
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,440	7.9	6,190	7.6	22	7.6	THU.	6,110	7.5	5,870	7.2	20	7.2	M-F		
CBS CBS LIBRARY(S)	2	4.30- 5.30PM	4.30								5,460	6.7	3,420	4.2	10	3.8	TUE.		
			4.45													3.8	TUE.		
			5.00													4.3	TUE.		
			5.15													4.6*	10*	4.9	TUE.
NBC PRESS CONF-GEN. DOZIER(SUS)	1	10.00-10.21AM	10.00																
NBC NBC SPECIAL REPORT-1(SUS)	1	11.30-11.36AM	11.30																
NBC NBC SPECIAL REPORT-2(SUS)	1	2.22- 2.35PM	2.15																
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,500	4.3	3,420	4.2	27	4.2		3,910	4.8	3,590	4.4	30	4.4			
ABC SCHOOLHOUSE ROCK-8.55AM	2	8.55- 8.59AM	8.45								3,750	4.6	3,260	4.0	20	4.0			
ABC SCHOOLHOUSE ROCK-9.25AM	2	9.25- 9.29AM	9.15								4,890	6.0	4,320	5.3	22	5.3			
ABC DEAR ALEX & ANNIE-10.56AM	2	10.56-10.59AM	10.45								5,460	6.7	5,220	6.4	22	6.4			
ABC SCHOOLHOUSE ROCK-10.55AM	1	10.55-10.59AM	10.45	6,760	8.3	5,950	7.3	27	7.3										
ABC SCHOOLHOUSE ROCK-11.25AM	1	11.25-11.29AM	11.15	6,850	8.4	6,280	7.7	27	7.7										
ABC DEAR ALEX & ANNIE-11.55AM	1	11.55-11.59AM	11.45	5,620	6.9	4,730	5.8	20	5.8										
CBS SPRING SUNRISE SEMSTR-SAT(SUS)		6.00- 6.30AM	6.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,180	3.9	2,690	3.3	20	3.3		2,850	3.5	2,450	3.0	19	3.0			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,100	3.8	2,930	3.6	17	3.6		3,340	4.1	3,100	3.8	19	3.8			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,240	5.2	3,830	4.7	19	4.7		4,320	5.3	4,080	5.0	21	5.0			
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,730	5.8	4,400	5.4	20	5.4		5,950	7.3	5,710	7.0	27	7.0			

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,760	8.3	6,360	7.8	28	7.8		7,660	9.4	7,420	9.1	31	9.1	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	7,910	9.7	7,340	9.0	32	9.0		8,150	10.0	7,740	9.5	30	9.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,440	7.9	5,710	7.0	24	7.0		6,440	7.9	5,540	6.8	21	6.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,560	5.6	3,990	4.9	17	4.9		5,380	6.6	4,890	6.0	18	6.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,130	6.3	4,730	5.8	20	5.8		5,950	7.3	5,710	7.0	21	7.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,560	5.6	3,990	4.9	16	4.9		5,950	7.3	5,710	7.0	20	7.0	
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,990	4.9	3,830	4.7	30	4.7		3,340	4.1	3,180	3.9	27	3.9	
NBC BETCHA DON'T KNOW-9:12AM		9.12- 9.14AM	9.00	7,990	9.8	7,820	9.6	43	9.6		7,500	9.2	7,420	9.1	41	9.1	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	5,050	6.2	4,890	6.0	22	6.0		4,080	5.0	3,990	4.9	18	4.9	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	5,220	6.4	5,130	6.3	22	6.3		4,320	5.3	4,080	5.0	16	5.0	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	4,160	5.1	3,830	4.7	16	4.7		5,300	6.5	5,130	6.3	19	6.3	
NBC NCAA BASKETBALL-REG'L	1	1.00- 3.06PM	-GRID	10,510	12.9	4,730	5.8	17			9,210	11.3	4,240	5.2	14		
	2	1.00- 3.03PM	-GRID								9,210	11.3	4,240	5.2	14		
	2	1.00- 3.03PM	-GRID														
			3.00						8.0								1.9
			3.15														.7
NBC NCAA BASKETBALL-NAT'L	1	3.03- 5.08PM	-GRID	12,800	15.7	6,190	7.6	20									
			5.00						8.3								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-10.58AM	-GRID	2,200	2.7	1,870	2.3	8			2,610	3.2	1,960	2.4	10		
	2	10.30-11.06AM	-GRID														
			10.45						2.3								
			11.00														2.6
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	3,340	4.1	3,020	3.7	13	3.7		3,100	3.8	2,770	3.4	13	3.4	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS NBA ALLSTAR GAME(S)	1	1.00- 3.38PM	-GRID	15,160	18.6	7,250	8.9	22									
			3.30						9.1								
CBS CBS NCAA BASKETBALL-SUN.	1	3.38- 5.40PM	-GRID	9,780	12.0	4,160	5.1	11									
			5.30						4.9								
NBC NCAA BASKETBALL GAME-SUN	1	2.00- 4.04PM	-GRID	11,170	13.7	4,730	5.8	14									
			4.00						7.1								